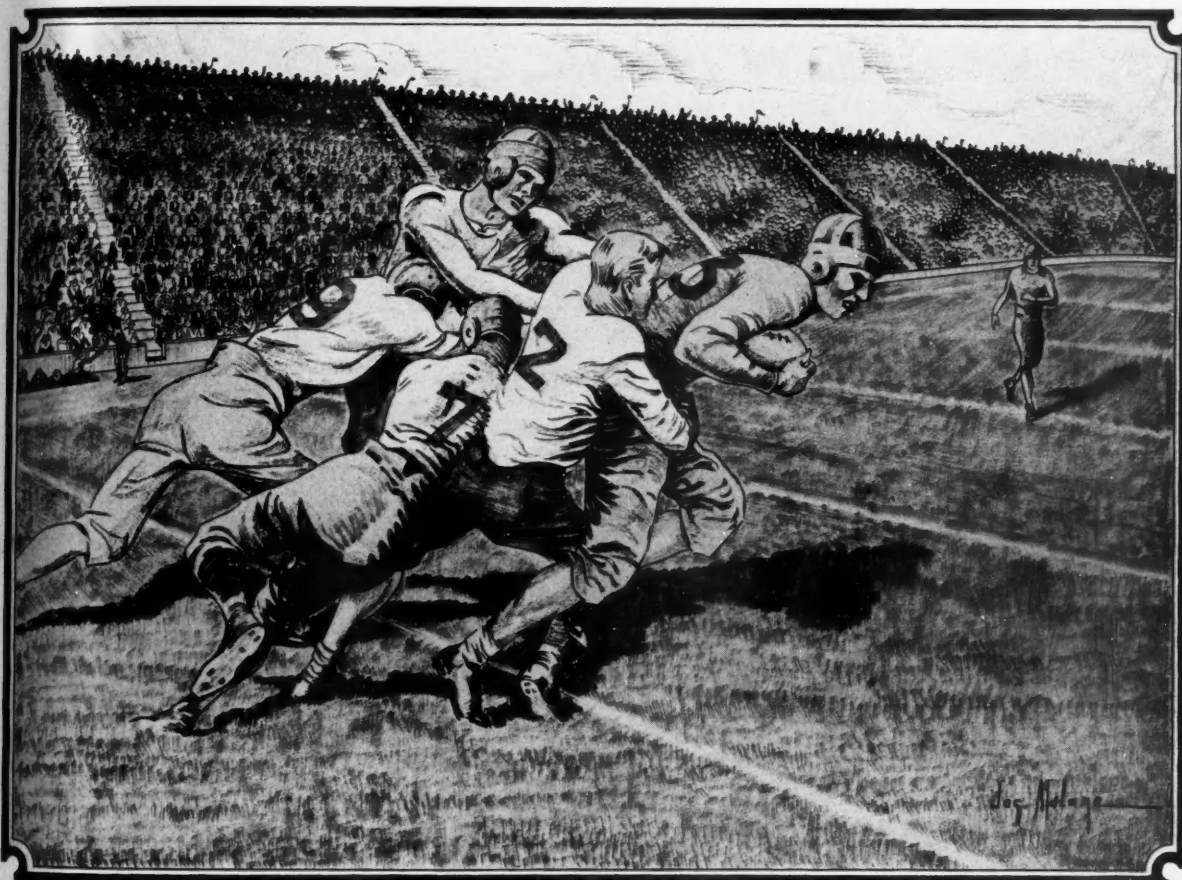


DALLAS

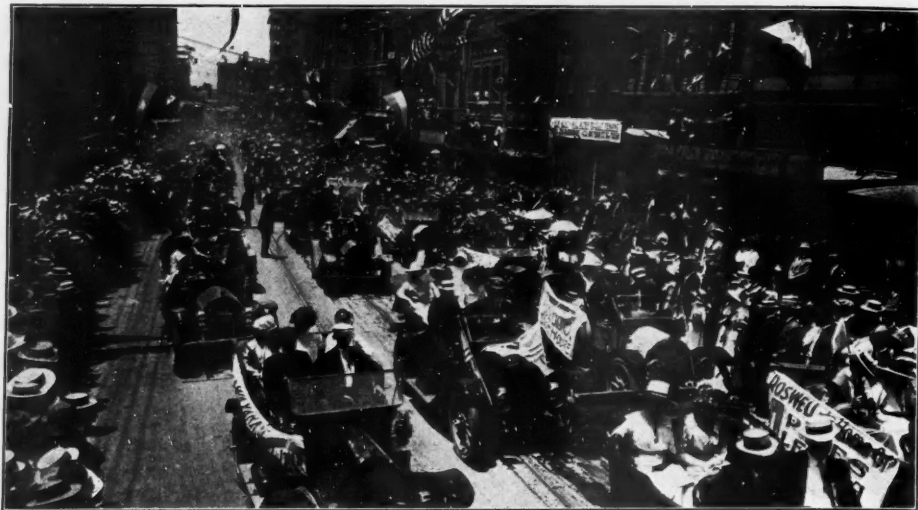
OFFICIAL PUBLICATION *of the* DALLAS CHAMBER *of* COMMERCE

Volume 9, No. 9 SEPTEMBER, 1930 Price, 15 Cents



IN THIS ISSUE THE GREATEST STATE FAIR ♦ "SONS O' GUNS" ♦ INDUSTRIAL NEWS ♦ WHO'S WHO IN THE DALLAS CHAMBER OF COMMERCE
MORE USES FOR COTTON ♦ DALLAS, A RAILWAY CENTER ♦ HELPING THE BLIND
COVER DESIGN BY JOSEPH C. MALONE, PICTURING NEW STATE FAIR STADIUM

The Parade of Business Now and Two Decades Ago...



TIMES HAVE CHANGED

THERE is a vast difference between business methods of 1912, when the above picture was made, and those of today.

The factory of today spends thousands of dollars in research to determine better production methods. New machines cut down expense and add to quality. Engineers and scientists devote their lives that we might have greater efficiency in business.

Distribution methods have changed, too, to an even greater extent than have those of production. "Hand-to-mouth" buying has replaced the old system of overstocking. More attention is paid to well-planned advertising campaigns. Store arrangement and more effi-

cient office machines have combined with modern accounting practices to bring order out of chaos.

The office must keep pace with the factory and the sales room. From the president's private office to the general offices should be reflected the modern trend of 1930 business. Furniture, labor-saving accounting machines, up-to-date filing equipment, and all other equipment should be in keeping with the times.

Is your office up-to-date? We are featuring many new efficiency items. Call on us and join in the 1930 parade of business.

CLARKE & COURTS

1506 Young Street

Dallas, Texas

FIRST IN TEXAS SINCE 1880

Check These Logical Reasons

THE reasons why a man or a company should have offices in The National Building are specific. In their importance to the man they are in the order listed:

1. Parking space in building with elevators direct to office.
2. The Lunch Club without usual club dues.
3. Conditioned cool air.
4. Carpeted floors.
5. Prestige of location.
6. Convenience of office.
7. Walnut panelled walls in corridors.
8. Maximum space and convenience at rentals no greater than other first-class buildings.

The reason why a *company* should have offices in The National Building, listed in importance to the company, are:

1. Convenience of building to needs.
2. Prestige of building.
3. Efficiency of work to come from
 - (a) no columns.
 - (b) quiet floors.
 - (c) conditioned air.
 - (d) parking privileges.
 - (e) stimulant of surroundings.
4. Conveniences of building to the executives.
5. Better thinking from executives due to quietness, luxuries, and comforts of building.
6. Advantages of parking privileges in the building for occupants.

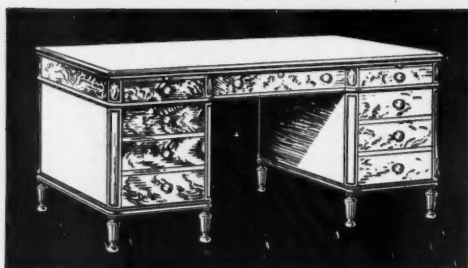


THE NATIONAL BUILDING

To be erected on Commerce Street at Lane

Occupancy Fall 1931

Phone 7-4647



THE PLYMOUTH

A pleasing departure from the square line office desk: the turnings and lines of this suite are more in keeping with the classic work of the early designers. Plymouth may be had in either walnut or mahogany with a Duco finish.

YOU would not have red plush furniture in your living room; you wouldn't drive a 1920 car. But are you perhaps so familiar with your office that you have overlooked its shabbiness, and accepted the old furnishings and methods without question?

THE Doten-Dunton Plymouth Suite for executives has the simple beauty and sturdy dignity of the Colonial times. In

ARE YOU TOO FAMILIAR WITH YOUR OFFICE?

your office it will reflect your good taste and judgment. You will always be proud of its correct design, the excellent proportions and the natural beauty of the carefully selected wood. This outfit is complete—from letter tray to davenport.

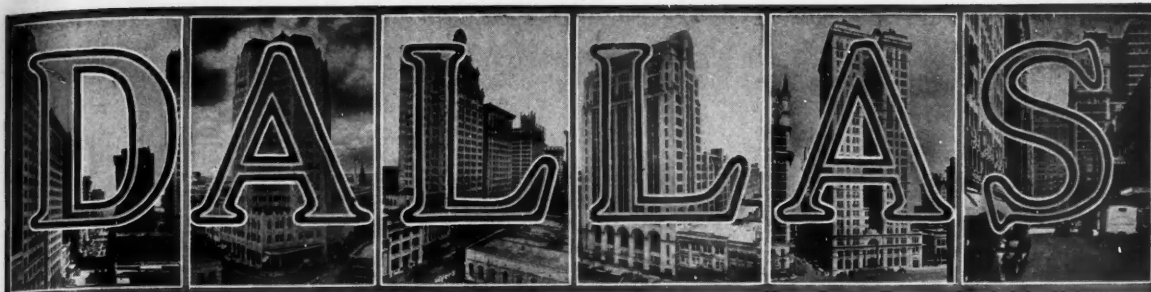
Call at Desk Headquarters

and ask to see this suite. You will find there outfits to meet your budget — and men experienced in office planning.

DESK HEADQUARTERS

STEWART OFFICE SUPPLY CO.

STEWART BUILDING — COMMERCE AT LANE STREETS
BRANCH STORE, 104 S. AKARD STREET — BETWEEN MAIN AND AKARD



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

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Volume 9

SEPTEMBER, 1930

Number 9

The Greatest State Fair

And How It Came About

By T. E. JACKSON
President State Fair of Texas

ANOTHER chapter in the history of the State Fair of Texas is in the making. It has been my very good fortune during the past few years to help to write in a few of the chapters—there having been 43 chapters written to date—and I feel grateful to my associates that they have so honored me with the presidency of this institution and given me the privilege of helping to write a history which so thoroughly reflects the true character of a stalwart band of pioneers who have gone before us, and of a great state—Texas.

The history of the State Fair of Texas is but a continuation of the biographies of this little group of men who in 1886 held the first State Fair of Texas, and whose colleagues have carried on, until now we are rushing buildings through to be prepared for the opening on Saturday, Oct. 11, of the 44th annual State exposition.

Starting the State Fair movement, when fairs in America were still young, and when the pure bred animal movement in Texas consisted of one blooded bull in the entire state, these efforts have been rewarded with an institution which is now recognized as the greatest state fair in the world, and the second largest annual exposition in the world.

Ever keeping apace with the times, the State Fair of Texas has progressed. Collaborating with the leading organiza-



T. E. JACKSON

tions in Texas—Texas A. & M. College, the Texas Breeder-Feeder Association, the Jersey Cattle Club of Texas, the Texas Baby Chick Association, and many other livestock, dairy, swine, and agricultural bodies, the State Fair of Texas has assisted in various movements which have resulted so beneficially to all of Texas.

The early years of the struggle of the small group of men were marked by some progress, but are filled with near failing end for this institution. But the men struggled on to success, and their successors have struggled on, ever striving to render a real service to the state of Texas.

The first efforts to organize a fair in Dallas were made in 1862, when a charter was granted for the Dallas County Fair. The Civil War was on, and most of the group—Amos McComas, A. J. Halleck, William Jenkins, T. C. Hawpe, John Jackson, W. H. Hord, James Bentley, A. Moss, William C. McKamy, George Wilson, Richard Benton, P. Taylor, answered the call of colors.

Some of the grantees of the charter returned from war and in 1872, they were joined by Capt. W. H. Gaston in their efforts, and held their first exposition. One blooded bull and one race horse comprised the livestock shown at the exposition. Only two agricultural products were shown—corn and cotton, and the implement show consisted of various brands of plows and hoes sold in Texas at that time.

Struggling along for four years with the county fair, the men behind the move decided to stage a much bigger fair—in fact one which would be of statewide scope. Captain Gaston assumed the leadership of this movement, and J. B. Simpson was elected president of the first State Fair of Texas. Captain Sidney Smith was elected secretary and occupied this position until his death in 1912.

The present site of the State Fair was selected as the home of the exposition, and eighty acres of land purchased. The

(Continued on page Sixteen)

SEPTEMBER 1930

Page Five

"Sons o' Guns"

Or Who Won the War, and Why

By JOHN ROSENFELD, Jr.

THE amusement world, a world of inflated values, huge figures and perilous gambles, became Dallas-conscious last Spring when the State Fair of Texas announced the booking of the Broadway musical comedy "Sons O' Guns." This attraction was playing in New York and a road tour was farthest from the minds of the producers, Arthur Swanstrom and Bobby Connolly. The State Fair committee had merely seen it and had made up its collective mind that it wanted it for the 1930 State Fair.

The committee wangled an audience with Swanstrom and Connolly. It made known its desire.

"It's ridiculous," was the answer. "You haven't money enough to pay what a trip to Dallas would cost."

"How much would a trip cost?" demanded the State Fair of Texas, bristling as if something had been impugned.

"Ninety thousand dollars."

"We'll take it."

"You've got it."

So a Broadway show with a Broadway cast and Broadway trimmings will be moved in toto and intact from Broadway to Fair Park for the State Fair of Texas, Oct. 11 to 26. Behind this venture stands the guarantee of \$90,000, the largest amount ever underwritten for the out-of-town visit of a Broadway attraction.

This impressive sum, one might think, was arrived at by careful reckoning, surveys, conferences and compromises. Well, nothing like this took place. The gamble in show business is so great and values so ephemeral that such efficient computations are worthless. Messrs Swanstrom and Connolly, the producers, figure that "Sons O' Guns" has an earning power of 30,000 a week. Two weeks at the State Fair of Texas should be worth \$60,000 to them. It should take at least seven days to make the trip, coming and going, which is another \$30,000 lost. By simple multiplication, \$90,000 is what the trip is worth to the owners of the show. And the trip is evidently worth that much to the directors of the State Fair of Texas.

"Sons O' Guns" is not at all a cinch for the State Fair. It is a radical depart-

ure for the Auditorium, which has offered old-fashioned operettas for the five seasons it has been opened. This, too, was an accident and show business is full of accidents. For the opening season of the Auditorium, 1925, the Fair had booked the Howard Brothers' musical comedy, "Flying High". There came a succession of labor troubles at the Fair with the resultant canceling of the booking. Later the labor troubles were settled and the Auditorium was open to Equity shows; that is, any attraction off Broadway. The State Fair took the best bet available, now that "Flying High" had escaped them. This was Sigmund Romberg's operetta "The Student Prince".

"The Student Prince" proved to be the best possible choice. The public was in the mood for a revival of colorful, glamorous, romantic light opera with its intoxicating waltz rhythms. "The Student Prince" made such a deep impression that the Southwest is still talking about it. The Romberg operetta did more than that. It convinced the State Fair management that opera and not musical comedy was the proper entertainment for the Auditorium during Fair season. "Princess Flavia," "The Countess Maritza," "The Desert Song" and "The Red Robe" followed in successive years, each corroborating the hypothesis of the Fair management.

"The Red Robe" of last year pointed to an impending change in tastes. The operetta met the expenses of production and a large guarantee but satisfaction with it was not universal. This state of mind was analysed and found to be a mere weariness with the operetta as entertainment. In short, there had been enough operettas. One more operetta would be one operetta too many.

"Sons O' Guns" is not an operetta but a musical comedy. Its plot is not aristocratic or romantic but is homely, down-to-earth, farcical, American. Its music is not the three-four tempo from the banks of the Danube but the rhythms from the banks of the Mississippi. It is one-step, two-step, fox-trot, jazz. It is the American musical comedy, a type of entertainment as indigenous as fried chicken.

When "Sons O' Guns" was announced for Dallas, the popular imagination focused upon the feminine lead, Lily Damita, known in all localities

through her motion picture work. As a matter of fact Mlle. Damita was not the star of this musical comedy. The headliner was and is Jack Donahue, veteran Broadway comedian and dancer, whose name in the marquee lights means far more to New York than Mlle. Damita's.

Donahue is an odd chap. Almost uneducated, he has developed into a writer of rare gifts, a contributor to *Cosmopolitan*, *The Saturday Evening Post*, and *Collier's*. He is a polylinguist who translates European plans for the American stage. He is one of the peerless tap dancers of Times Square. He is one of the drollest, driest comedians now before the public. He is a silent partner, albeit a powerful one, in the firm of Swanstrom and Connolly and, therefore, is one of the owners of "Sons O' Guns".

Mlle. Damita has left the cast, returning to motion pictures. Her place has been taken by Gina Malo, a French comedienne and dancer who had no trouble capturing the affections of Broadway. Some say Mlle. Malo's real name is Janet Flynn and that she has a hard time not talking English to her interviewers. What's the difference? A good looking girl and a good dancer is a good-looking girl and a good dancer in any land or clime.

The title "Sons O' Guns" may be recognized as one of the accepted euphemisms for a term popular with the doughboys in France. It is apt enough as this is a musical comedy of the war. Donahue is a rich American loafer who dodges the army until an accident put him into it. He goes to France where he becomes involved with the Germans, the English, a French girl and melodrama. The plot is not to be taken seriously although it does serve as a string for colorful settings, rare comedy, and songs hits with a dash of the Gallic.

"Sons O' Guns" was one of the emphatic "wows" of Broadway's poorest theatrical season. As the producers' casualty list mounted in numbers, "Sons O' Guns" continued to pack in its audiences—audiences that had to pay premiums for tickets. It is neither the last word in spectacle or music. It is, perhaps, the utmost in well-balanced entertainment. On this element the State Fair has staked right heavily—\$90,000, in fact.



Gina Malo—new star of "Sons O' Guns" who was recently brought to this country by Connolly and Swanstrom, producers of the musical comedy which will be the attraction in the State Fair Auditorium, October 11 to 26.

Upper right shows Jack Donahue, leading man of the musical comedy in a scene with Malo.

Lower left is a scene from "Sons O' Guns" while in the lower right is the outstanding star of Broadway—Jack Donahue, triple-threat star—singer, dancer and talker—and author of the book of "Sons O' Guns," who when he makes his first appearance on the State Fair Auditorium stage will be seen for the first time outside of New York City in several years.

« IMPORTANT NEWS »

Dictograph Sales Branch

Dallas has been selected for a Southwestern sales and service office by the Dictograph Products Company, Inc., of New York, and offices have been leased at 610 Dallas National Bank Building. The company manufactures intercommunicating telephone systems for offices, banks, industrial buildings and other large commercial enterprises desiring to facilitate quick communication between divisions or departments.

The Dallas branch will be in charge of H. E. Gonatser, transferred from the Chicago branch, with A. E. Rennels in charge of installation and service. The branch will have as its territory Texas, Oklahoma, Arkansas, Louisiana and Mississippi.

Scaffolding Branch to Open Here

The Patent Scaffolding Company of New York has leased buildings at 2915-17 Main Street for a Southwestern Service and Storage branch, to be opened as soon as remodeling can be completed. This company does a world-wide business in suspended and swinging safety scaffolds for building construction, and has branches and agencies throughout the countries of the world.

Dallas was selected, according to Mr. J. Williamson, General Sales Manager, after a careful consideration of every city in the Southwest. His company's officials, he said, were impressed with the strategic location of Dallas and its

facilities for serving the Southwest, called to their attention through the advertising of Industrial Dallas, Inc.

Similar branches are maintained in New York, Boston, St. Louis, Philadelphia, San Francisco, Atlanta, Chicago, Pittsburgh and Detroit, and one will soon be opened in Los Angeles.

The Dallas branch will make available to building contractors throughout the Southwest a complete line of the company's equipment, as well as facilities for service. The branch will be in charge of Captain Wilbur Johnston, transferred from St. Louis. Captain Johnston has represented the company in many foreign countries, and was formerly a sea captain sailing the seven seas. He expressed delight at the opportunity to settle down and establish his family in a permanent home in Dallas.

WATCHING DALLAS GROW

Month by month, in this column, will be recorded the growth of Dallas as shown by the available statistical information.

		BANK CLEARINGS		BANK DEBITS	
		1929	1930	1929	1930
January		\$265,365,726.24	\$207,852,872.08	\$287,306,000	\$249,792,000
February		220,677,360.88	177,426,932.40	235,300,000	210,891,000
March		243,485,065.89	190,336,355.97	271,141,000	280,475,000
April		228,307,179.67	173,552,526.66	248,497,000	237,646,000
May		216,624,833.08	169,373,159.89	233,971,000	204,548,000
June		195,818,474.36	161,405,438.23	217,138,000	192,763,000
July		216,056,756.41	160,236,652.31	227,645,000	188,529,000
August		220,008,508.00	155,351,696.51	237,562,000	190,588,000
September		261,650,607.88		267,390,000	
October		305,794,072.78		334,837,000	
November		242,138,337.39		283,386,000	
December		265,860,631.04		295,643,000	
Total		\$2,881,787,579.62		\$5,135,816,000	

		BUILDING PERMITS		POSTAL RECEIPTS	
		1929	1930	1929	1930
January		\$ 880,453	\$ 535,850	\$ 328,109.57	\$ 329,647.47
February		467,022	589,012	326,162.35	327,262.42
March		1,708,728	795,645	357,601.65	327,534.36
April		1,294,212	1,034,935	325,033.60	334,307.28
May		550,880	569,997	345,126.00	322,891.54
June		469,550	664,975	295,462.39	299,792.10
July		416,940	1,314,702	298,382.42	285,853.18
August		501,331	941,165	325,046.00	291,150.22
September		768,992		346,611.40	
October		1,651,175		392,430.17	
November		531,217		355,921.10	
December		532,714		429,275.32	
Total (Dallas proper)		\$15,157,796		\$4,025,062.35	

		GAS METERS		TELEPHONES	
		1929	1930	1929	1930
January		66,401	66,909	68,752	69,340
February		66,480	67,048	68,752	69,390
March		66,520	67,099	68,902	69,440
April		66,601	67,041	68,962	69,492
May		66,652	67,090	69,021	69,536
June		66,681	67,111	69,048	69,552
July		66,711	67,142	69,113	69,601
August		66,764	67,174	69,180	69,632
September		66,802		69,230	
October		66,831		69,264	
November		66,851		69,294	
December		66,880		69,301	

*Includes Public Utility Construction.

Dallas Gets Furniture Firm

The Furniture Corporation of America, Ltd., a merger of fifteen of the leading furniture manufacturing concerns on the Pacific Coast, has established a temporary sales office and display room in the Manufacturers' Exposition Building, 2625 Elm Street. This office is in charge of Mr. C. M. Stimmel, Sales Manager of the L. C. Phenix Company, Los Angeles, Calif., one of the companies in the merger.

Harry A. Green, president of the Doernbecher Manufacturing Company, Portland, Oregon, is president of the Furniture Corporation of America, Ltd. Concerns involved in the merger are located in Portland, Seattle, Tacoma, Spokane, San Francisco, Oakland, and Los Angeles. The merger creates the third largest furniture company in the country, doing an annual business in excess of \$10,000,000.

Cotton Firm Opens Branch

Wellington, Sears & Company of New York, one of the largest cotton goods firms in the country, has established a sales office at 1118 Mercantile Building, with T. G. Kilman, representative. This company has an extensive business in the Southwest, which was formerly under the jurisdiction of the New Orleans office.

W of a GROWING CITY »

On the Cover

Joseph C. Malone, the designer of this month's cover design, was born in Dallas in 1907. He was educated in private and public schools of this city, and, incidentally, began his art career illustrating school publications. His business meandering had its inception in a local art studio. Later he entered the field of theatrical work as a free lance artist. Thereafter followed a period as bank clerk and railway clerk, during part of which time he studied life drawing. Recently he resumed his career as a free lance artist.

...

New Fox-Coffey-Edge Department

A new manufacturing department has been added to the establishment of Fox-Coffey-Edge Co., according to announcement by George A. Coffey, member of the firm. This factory, located on the fourth floor of the company's new building at Commerce and Poydras streets, is equipped with the most modern machinery for the manufacture of fine quality women's underwear. The department is under the supervision of E. Mandell, whose 25 years' experience in this field insures efficiency in every detail of producing merchandise that is up to the highest standard, Mr. Coffey said.

...

Air Mail Schedule Again Reduced

Air mail for New York City from Dallas is now delivered approximately one hour earlier than formerly, due to the change of the Eastern terminus of the National Air Transport, Inc., from Hadley Field to Newark, N. J., just across from New York. Air mail can be taken to New York City from the field in thirty-three minutes.

...

National Publicity

A direct tie-up between the national advertising campaign and the visit of the French Fliers to Dallas was accomplished by Industrial Dallas, Inc., through the publication of a full page advertisement

in the *New York Times* on Friday following the arrival of the fliers in Dallas, at a time when New York newspapers were filled with news of the same arrival of the fliers in Dallas and their reception here.

Publication of the advertisement was arranged by long distance telephone, and the first mail to reach Dallas following the appearance of the advertisement brought the largest number of inquiries ever to arrive in one mail from any one piece of copy appearing in the campaign. It appears that this particular piece of copy, with its timely appearance, will break all records for inquiries from executives. All inquiries received thus far are from officials of large commercial or industrial concerns in the New York district, definitely interested in the Southwest and in Dallas as the commercial center of the Southwest.

...

Opening Day

Working under the slogan, "One for you—take two," practically the entire membership of the Dallas Junior Chamber of Commerce is participating in the sale of opening day stadium fund football pins to the State Fair of Texas on October 11. These pins, selling for 50 cents each, will entitle the wearer to admittance at will to the Fair on opening day and also to free entrance that night to a high school football game in the new stadium.

With a much larger organization this

year, giving more complete coverage to the city and suburbs, Jaycee officials in charge of the opening day attendance drive are hopeful of breaking their previous records along the same line by several thousand.

E. A. Herzog is general chairman of the pin sale and assisting him are George W. Martin, Jr., in charge of distribution; C. H. Arnett, parade chairman; Irving Pierce, stunts, R. D. Rice, sales, and J. F. Parker, Jr., publicity. Howard Hayden, president of the junior group, is an ex-officio member of the central committee.

Working under the direction of the central committee are five majors and ten captains directing the sales efforts of the general membership. Each major has a specific section of the city for which he is responsible.

...

New Battery Branch

The Battery Distributing Corporation, Southwestern distributors for U. S. L. batteries, has established a warehouse and office at 2405 South Ervay Street, with Jack Watson as manager. This company acts as a factory branch for the U. S. L. Battery Corporation of Niagara Falls, New York.

...

The tallest electrically welded structure ever built and the first in the South is being built in Texas — 18-story office structure in Dallas.

INDUSTRIAL SUMMARY

for AUGUST, 1930

New Concerns

	August	Previously Reported	Total for Year
Manufacturing Plants	7	60	67
Wholesale and Distributing	14	127	141
Retail	15	116	131
Miscellaneous	22	165	187
	58	468	526
Branches of Sectional or National Concerns	14	151	165

WHO'S WHO ... in the Dallas Chamber of Commerce

EDITOR'S NOTE: In order that the members of the Dallas Chamber of Commerce may become more familiar with brother members, this magazine will publish each month on this page short sketches of three of them.

C. R. Smith is one of the youngest aviation executives in the United States, having been Vice President and General



Manager of Southern Air Transport, Inc., which is one of the largest aviation companies in the world, for the past year. Mr. Smith was born in Minerva, Texas, September 9, 1899. He has resided in various towns in Texas; for a while in Ruston, La. He also

resided in Amarillo, Texas; Whitney, Texas; Hillsboro, Texas; Austin, Dallas and Fort Worth, Texas. From January, 1925, to June, 1926, he resided in Dallas as Senior Accountant for Peat, Marwick, Mitchell and Company.

Mr. Smith was educated in the public schools of the State and for four years was at the University of Texas, studying law and business administration.

He is a member of Kappa Sigma, a social fraternity, and Alpha Kappa Psi, an honorary business administration fraternity. He is a member of the Fort Worth Club and the Dallas Athletic Club.

Mr. Smith entered the aviation business after quite a career, for a young man, in accounting and business administration. He began his business career as a bank clerk and teller in the little town of Whitney, Texas; the next position was as office manager for Hillsboro Cotton Mills, Hillsboro, Texas. He worked his way through the University of Texas, having secured a position in the office of the Secretary of State. He was auditor of the State Banking Department at Austin, then he went with Peat, Marwick, Mitchell and Company, specializing in public utilities and banking. From there, he became associated with the Texas-Louisiana Power Company, the Kentucky Central Electric Company and the Gulf Coast Power

(Continued on page Nineteen)

W. I. Ford, better known as "Bill," was born on a farm in Dallas County fifty-five years ago. He received his early



education in the County schools, attended Plano Institute one year, and later received his B. S. degree from Southwestern University at Georgetown. Mr. Ford also studied law at the University of Texas, and engaged in the practice of law in Dallas until the year

1914, at which time he invested \$1,000 in a warehouse and transfer business, and ever since that time he has been trying to get the 1,000 back.

Meantime, Mr. Ford has enjoyed life, and has been honored with the offices of president of the local, state and national Warehouse Associations, and as counselor of the United States Chamber of Commerce. At present he is serving as a director of the National Furniture and Warehousemen's Association, which has its headquarters at Chicago, Illinois.

Politically speaking, Mr. Ford is a Democrat. He was at one time Chairman of the Dallas County Democratic Committee, and has served as a delegate to various State Conventions, the last one being the Houston State Convention, at which time delegates were selected to the Baltimore Convention, which nominated Woodrow Wilson. Mr. Ford is a former member of the Highland Park School Board, and served as alderman for five years in the Highland Park City Council.

Mr. Ford is a member of the Methodist Church, and his club affiliations are the Dallas Athletic Club, Lakewood Country Club, and the Kiwanis Club.

If Mr. Ford has any hobbies they are reading, golfing and hunting. Biography, economics and detective stories interest him most in the line of reading and he says he is more proficient at eating than

(Continued on page Nineteen)

Frank Jensen, General Passenger Agent of the Texas and Pacific Railway at Dallas, was born on a farm near



Ulysses, Neb., where his early boyhood was spent. He moved with his parents to El Reno, Okla., in 1889, where he attended the public schools, and later completed a course at the Wichita, Kans., Commercial College.

He began his railroad career as a messenger boy and assistant cuspidorian, at the Rock Island depot, El Reno, and also worked for a few months as express driver for the United States Express Company.

He was sent to Bowie, Texas, in January, 1896, as cashier, ticket clerk and operator for the Rock Island, and in October of that year was transferred to Fort Worth as chief clerk in the General Passenger office, where he remained until July 1, 1912, when he began service in a similar position with the Texas and Pacific at Dallas.

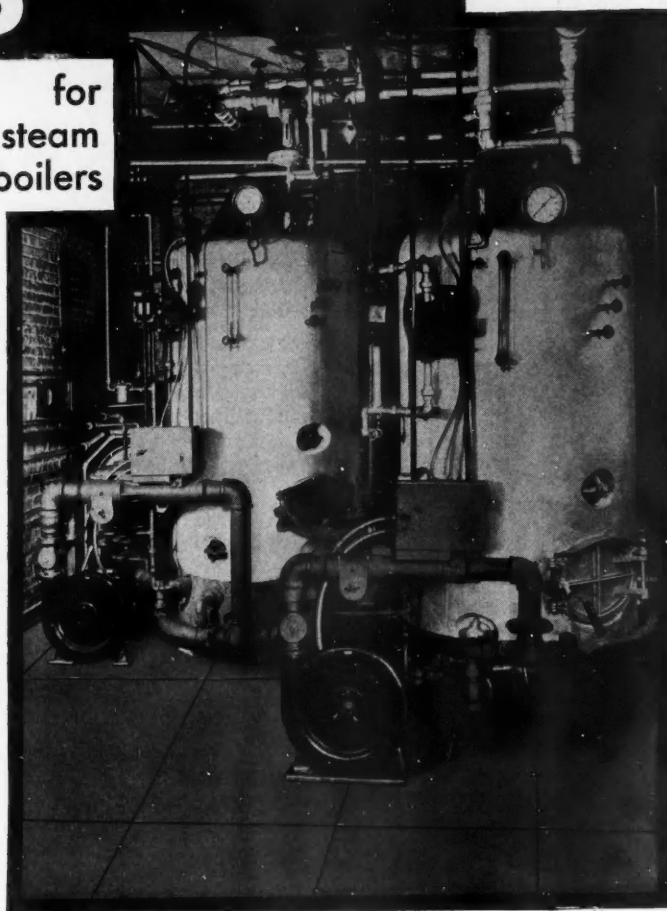
At the close of Federal control of the railroads, March 1, 1920, he was sent to New Orleans as Assistant General Passenger Agent and was appointed General Passenger Agent at Dallas April 1, 1928.

Mr. Jensen has always taken an active interest in civic welfare and religious matters, and has devoted considerable time to the achievement of their objectives. While resident in New Orleans he served as Secretary, then as President of the Rotary Club and a year as District Governor of Rotary International 17th District, comprising Louisiana and a large portion of Mississippi, and was sent by the District to the great convention held at Ostend, Belgium, in 1927, and following that, on a brief tour of Europe. He holds an Honorary Life Membership in the New Orleans Rotary

(Continued on page Twenty-two)

YOU CAN DO IT BETTER WITH
GAS

for
steam
boilers



COMPACT heating installation is another peculiar advantage that gas-fired industries enjoy. They have no preliminary processing to do, no handling and no storage, and in Dallas this spotless heat costs even less than handled heat. It cuts down overhead and simplifies production . . . *Call our engineers for heating advice . . . complimentary, of course . . . in installations old and new.*

THE DALLAS GAS COMPANY

Obtaining Gas From
LONE STAR GAS COMPANY
Producers and Transporters

DALLAS . . .
gets its automatic
heat from the
greatest gas belt
in the world, in
FIVE directions.
It runs 1,000
B. t. u.'s per cubic
foot . . . rich, clean,
inexpensive.

GAS HEAT

SEPTEMBER 1930

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Dallas

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E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

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EDITORIALS

Manufacturers' Census

DISTRIBUTION and marketing, rather than production, now form the most important problems facing business men. It is no longer a question of how to produce more commodities, but rather how can the commodities that are already being produced be distributed.

In the opinion of many students of business, one of the reasons why greater progress has not been made in the field of distribution has been the lack of adequate statistical information about that process. Although a great deal is known about the quantity of various commodities produced, all sight, statistically, has been lost of practically every commodity after it has passed the factory door. The total volume of retail trade in this country is not known and guesses vary by ten billion dollars or more.

Consequently, many people have contended that a Census of Distribution, such as is now under way, would form the basis for a great advance in business by showing something about the quantities of commodities marketed, the channels through which they reach the consumer and other related facts. They believe the census will enable business men to set up measuring sticks which would show the direction in which business is moving—that it will give facts instead of hunches upon which to base plans and decisions, and will greatly aid in constructive thinking which is the one great force for progress in any business.

Any study of the distribution problem naturally gives rise to the question: Can the margin be reduced between the farmers and manufacturers on one side, and consumers on the other?

Many business men and economists believe it can be done without causing any reduction in wages or legitimate profits, if accurate information is made available. They believe it can be done through the elimination of waste in the wholesale and retail businesses.

This country is so tremendously large in territory; manufacturing is so highly localized; and the standards of living are so much higher than in many other lands, that a vast and exceedingly complex machinery necessarily came into existence to bridge the everwidening gap between pro-

ducer and consumer. This distribution machinery has now grown so complex and has so many ramifications that few individuals indeed have any real conception of what it actually is, of what elements it is composed, and how it functions.

It is for these and many other reasons that the merchants, manufacturers, bankers, trade and business organizations have felt for some time that, in order to carry on domestic commerce with maximum efficiency, it is just as necessary to have accurate and impartial statistics concerning domestic distribution as it has been in the handling of the export and import business. The Census of Distribution thus comes to the merchants and wholesalers as a response to their own demands.

Approximately two million establishments will be covered by the Census of Distribution. In addition, a number of questions regarding the distribution of their sales will be asked of all manufacturers, the answers of which will reveal whether they are engaging in wholesaling and retailing on their own account. An attempt also will be made to secure data relating to the more important purchases made by manufacturers, for they in the aggregate, probably buy more than is sold by all the retail stores together.

The business men will benefit from this Census to the extent that their individual reports are executed accurately and completely. In order to obtain a comprehensive study of the distributive system it is necessary to secure complete reports from all distributors.

It should be borne in mind, however, that the Census of Distribution is not a complete survey. Only basic facts will be obtained. No attempt will be made to go exhaustively into any one phase or aspect of distribution.

As far as the Census Bureau is concerned, every attempt will be made to present, in a timely way, the best results obtained under the circumstances, and perform the work in its recognized impartial manner. To perform this tremendous task and accomplish the best results, the whole-hearted co-operation of every wholesaler, retailer, and manufacturer is needed.

You Can't Dust Shadows Away!



In a small specialty shop the intensity of illumination was increased from five foot-candles of direct lighting to twelve foot-candles of indirect lighting. The result was as follows:

- 24% increase in customers*
- 13% increase in sales*
- 16% increase in average sale*

A duster will help to keep your merchandise clean, but it cannot wipe away the shadows that obscure your goods from public gaze. Visual impression on the mind has strong sales appeal and, in stores with modern lighting equipment, is responsible for a large portion of the gross sales.

Manufacturers spend many millions of dollars annually in national and local advertising to familiarize the public with their products and labels of their containers. This is done to create faith in the minds of the public in the product. Adequate lighting will aid the retail merchant in tying-in with this advertising by enabling customers to see the labels and recognize them. Is it any wonder that lighting is a necessity of modern merchandising?

The personnel of Dallas Power & Light Company includes a staff of lighting experts who are familiar with the best lighting practices under all conditions. Dial 2-9321 and ask for "Illumination, please." There is no charge.

DALLAS POWER & LIGHT Co.

Interurban Building

More Uses for Cotton

Federal Government Conducts Many Tests for Increasing Demand

COTTON, our King and our servant, as familiar to us as our daily bread, is the all-American crop. Raw, in the hands of the picker, it is so many pounds to the day's work. Manufactured, it may have passed in a few months through as many factories as we would visit in a lifetime, processed and re-processed to bring it finally to a manufactured form that flashes through history:—The Graf Zeppelin displacing tons of air with its cotton envelope, cotton propellers on trans-oceanic airplane flights, cotton encased wings on Lindy's plane, a cotton boat for Admiral Byrd.

You will note that none of the above cotton items can be bought in a clothing store. It is industrial or mechanical uses of cotton that are now doing best on the upgrade pull that cotton has had for several years. It has become a habit with mill people to blame slack business in textiles upon a decreasing consumption of style goods (cotton in particular) citing the modern brevity in women's attire to indicate the scantier use of cotton in a personal way. Prior to the present mechanic age, household and personal demands upon our domestic supply of cotton accounted for most of it. It is not easy to draw a line between "personal" and "industrial" uses of cotton, but it is quite safe to state that these personal demands upon cotton (for household, for dress, etc.), have now receded to a minority position, fully 60 per cent being claimed by industrial and mechanical uses of cotton.

700,000 bales of cotton annually return to the earth in the form of dust and discarded tire carcasses, representing the consumption of cotton in automobile tires, while the automobile itself requires almost 300,000 bales for its upholstery and mechanical needs.

The producers of Texas' black gold, petroleum, will tell you that oil-well packers now use heavy cotton duck; miners in Oklahoma know of the use of cotton brattice cloth for mine ventilation. The airports of both States are dotted with cotton encased planes. The latter use accounts for over a half-million yards of a fine cotton cloth that is now being used for men's shirts as well. Not to paraphrase Scripture, the mechanical uses of cotton are in the air above,

A radio talk delivered over Station WRR, Dallas, Texas, by Sherwood H. Avery, District Manager, Bureau of Foreign and Domestic Commerce. The material was prepared by Mr. James B. Lockwood, Textile Division of the Washington Bureau.

the earth beneath, and the waters under the earth!

Last year the Department of Commerce contributed to an exhibit of cotton in the trades and arts at Galveston, collaborating with another branch of the Government, the Department of Agriculture, in agricultural exhibits to show the latest and best in cotton farming and the possibility of increased yields of cotton:—a vivid picture for the Southern farmer.

The lowering of production costs, and improvement of grade and staple of cotton to enhance marketability are always in the mind of the Southern farmer and his friends, the Federal and State Departments of Agriculture, as well as technical and agricultural institutions, foundations, etc. It is not news to state that study of the mechanics of production of cotton at lower cost will continue to receive more attention than almost any other raw product. No one can possibly deny that the supply of this sort of information is steadily growing in effectiveness.

But the Southern farmer knows that while an increased yield of cotton is good, it is not at all times the most desirable thing in the world. He, as well as the Texas millman, wants to know more about increasing the demand for cotton. Common sense indicates that we must stimulate cotton demand with just as much patience as we stimulate cotton supply.

Real information vital to the successful play of the forces of demand for things of cotton in every conceivable form, up to a relatively short time ago, had been overlooked for some reason or other. It was not known into what channels of trade cotton was making its way and nobody had attempted even to catalog the uses of cotton. When King Cotton in 1926 shifted a bit uneasily on his throne as he received disquieting news from his realm, some of his thoughtful

subjects were successful in introducing a bill into Congress, which provided for Federal activity in cataloging all present uses of cotton to be followed by intensive inquiry as to increasing the use of cotton by cooperation between public and private agencies interested in the problem of how to expand demand for cotton. At the same time, the Cotton-Textile Institute, representing about two-thirds of American cotton mills, was organized and included in its organization a cotton New Uses Section to investigate new outlets for cotton, particularly in threads, yarns, woven fabrics, and the general problem of bags and bagging. In the latter it was to cooperate with the Department of Agriculture. This Department and the Department of Commerce were the two Federal agencies designated under Act of Congress to make the study of new and extended uses of cotton. To facilitate proper handling of this great cooperative study, a three-part Committee representative of the Cotton-Textile Institute and the Departments of Commerce and Agriculture was set up and meetings were called from time to time to coordinate the work.

At these committee meetings, held at Washington, real yeoman's work has been done in correlation of research by the Departments of Commerce, Agriculture and the Cotton-Textile Institute. The Bureau of Home Economics of the Department of Agriculture has made studies of cotton goods used in the farm home and the characteristics of women's wear throughout the rural sections of the United States and has studied problems of home decoration in the farm homes, pointing out hundreds of old and new uses through which the use of cotton can be increased in the home. Also, in the Department of Agriculture, the Bureau of Agricultural Economics has put through the experiment of cotton bagging by shipping cotton bales to Bremen, Germany, covered with cotton instead of jute, while other experts there have been working on studies of grade and staple in cotton and on the distribution of use of cotton bags in packaging merchandise. Publications reflecting all this work can

(Continued on page Twenty-seven)

The OPEN SHOP

Continues to Grow

The number of cities in the United States maintaining active Open Shop Associations is greater today than ever before.

The largest industries in the United States are operated Open Shop.

Open Shop industries have been leaders in working out better plans of cooperation between employer and employee.

The most highly unionized industries are the ones most often engaged in strikes and other troubles between employer and employee.

The Dallas Open Shop Association is the agency through which Dallas citizens are now cooperating to maintain peace in Dallas industries, and thereby serve the interest of both employer and employee.

If you believe in freedom of employment, if you believe in protecting the rights of both employer and employee, then you believe in the principle of the Open Shop; and we most earnestly urge your continued support in the work we are doing.

DALLAS OPEN SHOP ASSOCIATION

Chamber of Commerce Building Dallas, Texas

The Greatest State Fair

(Continued from page Five)

site was "out in the country" at that time and special excursions were run to the grounds from the old Texas and Pacific depot at Lamar and Pacific. A round trip on the excursion was ten cents.

Since the original purchase of land in 1886, eighty-six acres of land have been added to the ground, and the present site is considered close into town.

The cost of opening and operating the first fair, which also included the purchase of the site, was \$179,000.

The 1930 State Fair of Texas has spent more than \$400,000 on new buildings alone.

Directors of the first fair held were Jas. Arbuckle, W. H. Gaston, Jas. Moroney, Alex Sanger, B. Blankenship, J. A. Hughes, T. L. Marsalis, J. E. Schneider, R. V. Tompkins, F. M. Cockrell, C. A. Keating, A. J. Porter, and A. B. Porter.

The directors worked all night long before the opening of the first fair. The site had been a farm, and but few trees were on the 80 acres. Two hundred holes were drilled and cedar trees set in the holes. An entire farm was bought in the White Rock creek bottom and more than one foot of black dirt was spread over the entire eighty acres. A gravel pit was bought close in, and tons and tons of gravel were hauled and streets and drives designed during those last few days prior to the opening of the first exposition.

Texas people have often been told of the set-backs experienced during these early years of the State Fair. Everyone is agreed that it was a noble work done by these early pioneers of Dallas in "sticking the thing out" and leaving such a firm foundation as we have today for the successors of these men who have done their work and who have gone on before.

In my short review of the 44 years' existence of our exposition, I had rather talk about the progress made.

Upon reorganization of the State Fair of Texas in 1903, after practically every building on the ground had been burned, the exposition grounds were turned over to the City of Dallas as a permanent park site. A working agreement exists between the Park Board of the City and the State Fair officials wherein the park board has use of the grounds for eleven months as a public park.

This agreement with the city left of-

ficers and directors of the State Fair free to go to work planning the next exposition immediately upon the close of one exposition.

With this agreement working, officers and directors turned their attention to the building of permanent buildings on the grounds. The Exposition Building was the first permanent building erected. This building was first built as an auditorium in 1904, when C. A. Keating was president. The building was used as an auditorium until 1912 when the present Agricultural Hall was erected as a Coliseum.

One of the largest building programs ever undertaken by the State Fair was instituted in 1908 under the administration of E. J. Kiest as president. Mr. Kiest has the outstanding record of State Fair officials. He has served as a director for 25 continuous years, and was president for five years. The program included such buildings as the livestock pavilion which was replaced in 1929 by the present livestock arena, the agriculture hall, the art gallery, the emergency hospital building which is now used as a nursery, and other permanent features.

The automobile and manufacturers building was erected under the direction of the Harry Olmsted administration. The \$500,000 auditorium was planned and built under the administration of Mr. Olmsted. It has been my extremely good fortune to be president of the fair when the present building program was instituted for the 1929 State Fair. The present program, which is costing more than one-half million dollars, consists of the Livestock Arena which was completed last year, and the new 45,000 seat stadium, and the new Dairy Building, both of which will be completed in time for the opening of our 1930 exposition. We feel that the auditorium is one of the outstanding buildings of Texas, and has brought many fine shows to Texas.

It will very likely be the policy of the present officers and directors and of our successors to build only permanent buildings in the future—something that will last for years.

The State Fair of Texas was responsible for George E. Kessler, St. Louis planner, whose city plan is now being followed by the City of Dallas, first coming to Texas. He was retained in 1906 to landscape the grounds, and laid out the park as it is today. He set out the shrubbery, the trees that are now

supplying shade for the grounds, and the drives and streets.

"The Kessler Plan," as is being followed out by the City of Dallas, is attracting widespread attention throughout the country.

The officers and directors are rather proud of being the leaders in many movements started in Texas during the past few years.

In 1929 we began the use of a new scoring system in the Agriculture Building, which is now being used extensively by many fairs in the country.

In 1929 we held the first feeder show and auction sale ever held in the South. Our show is the third feeder show organized in the entire country. Since the institution of this movement, there has been the greatest tendency to feed cattle and livestock in Texas that there ever was. There has also been a greater tendency to grow more grain and feedstuffs this year than ever before. Our officers and directors are proud of the fact that our feeder show and auction sale of 1929 helped in this movement through the untiring work of Mr. Frank P. Holland, Jr., whose father before him was one of the prime factors in the success of the State Fair, and Otto Herold.

The officers and directors of the State Fair of Texas serve year in and year out without remuneration, and give of their time to building up this great state institution, which has in truth become "The Show Window of Texas."

Our present board consists of Harry Olmsted, Phil T. Prather, Rosser Coke, T. Marvin Cullum, W. T. Davis, E. J. Kiest, R. L. Thornton, Frank P. Holland, Jr., Otto Herold, Judge J. J. Eckford, T. N. Baker, Edward Titcher, T. E. Jackson, Harry Seay, W. I. Yopp, J. W. Carpenter, Frank L. McNeny, and J. L. Lancaster. Each of the directors is a leader in the business world, and we have never called upon a one for service that he has not gladly and willingly given it.

It is such spirit as that shown by our officers and directors which has led our institution on through its 43 years and is helping us to make the 44th annual State Fair of Texas one of the greatest expositions ever held.

Our attendance has grown from 5,000 in 1886 to 1,000,000 each year. Last year on a single day at the State Fair—Oct. 20—we had 214,000 persons on the grounds—an all-time record for all fairs for a single day's attendance.

But in going to our state fair, we must never forget the tireless efforts put forth by that small band of pioneers who first

established this great institution, and we must also remember the tireless efforts put forth by each of the following presidents of this state institution during the time of his administration:

1886, J. B. Simpson; 1887, James Moroney; 1888, J. S. Armstrong; 1889, Henry Exall; 1890, J. S. Armstrong; 1891, W. C. Connor; 1892, J. E. Schneider; 1893, John N. Simpson; 1894, Alex Sanger; 1895, J. T. Trezevant; 1897, Lawrence M. Knepfly; 1898-1903, W. H. Gaston; 1904-1905, C. A. Keating; 1906-07, James Moroney; 1908-09-10-11, E. J. Kiest; 1912-13, J. J. Eckford; 1914-15, W. I. Yopp; 1916-18, R. E. L. Knight; 1919-20, Jno. N. Simpson; 1920-21, E. J. Kiest; 1922-24, H. A. Olmsted; 1925-26, A. A. Jackson; 1927, Louis Lipsitz, and 1928, Harry Olmsted.

• • •

Will Again Hold Citrus Show

A citrus show in which the three leading citrus districts of America will again participate will be held at the 1930 State Fair of Texas, it has been announced here by T. E. Jackson, president of the State Fair.

The first spaces in the show have been awarded the Imperial Valley District in California and the Los Angeles District. These two sections have been represented at the State Fair of Texas for the past five years.

Florida will have an opportunity this year of including fresh fruits in its exhibit at the citrus show. All fresh fruits were barred from the exhibit last year on account of the Mediterranean fruit fly which infested the Florida fruit. The Florida exhibit last year consisted of preserved fruits, manufactured articles, scenes of Florida beauty, a sponge exhibit, and other interesting features.

It is likely that the Rio Grande Valley District of Texas will again be represented in the citrus show. Last year the Valley District exhibit consisted of a ship fashioned out of grapefruit.

Efforts are being made by the concession department to place all the citrus exhibits together in one compact show, as was done at the 1929 State Fair of Texas.

• • •

GYMNASIUM CREDIT

"You didn't roll your own cigarettes before. Why do you do so now?"

"Because the doctor told me I needed a little exercise." — *Buen Humor* (Madrid).

Western Stars Compete at State Fair Rodeo

The stars of the Calgary Stampede, held in July at Calgary, Alberta, have declared their intentions of competing in the second annual World Championship Rodeo to be held at the State Fair of Texas during the first ten days of the exposition, according to advices received here from Calgary.

Chuck Wilson, of Fort Worth, who won the North American Championship bronc riding title at the Calgary Stampede, will ride at the State Fair Rodeo.

Earl Thode, who held the North American bronc riding title for 1929, will compete in the Texas event.

Pete Knight, who won the Canadian bronc riding championship at the Calgary Stampede, and also the Prince of Wales Trophy, will enter the world championship event.

Paddy Ryan, Chick Hannon, Lloyd Saunders, the three leading steer bulldoggers at the Canadian meet, have entered the contest.

The six rodeo performers were never in danger of losing their laurels at the Calgary contest, as they stood far out in front of all of the other contestants.

Prize money offered at the second annual World Championship Rodeo is attracting the cream of all rodeo performers to the State Fair contest, according to advices received here.

The Calgary Stampede is the first of the big rodeo meets to be held since the Southwest Fat Stock Show rodeo, and the stars of the Cheyenne, Wyoming, Pendleton, Oregon, and other big rodeo meets are expected to enter the championship event scheduled for the State Fair, October 11 to 20.

Practically all big rodeo meets this year are being held under the rules and regulations of the Rodeo Association of America. Under these rules cowboy contestants in the rodeos are awarded points for wins in all of the meets. At the end of the year, the contestants in the various events of the leading rodeos with the most points are declared champions.

As the Second Annual World Championship Rodeo at the State Fair is the last big rodeo meet of the year, it is expected that all of the contestants will vie for honors at the State Fair in order to pick up as big a lead as possible for the year round events. In many of the events the championships will be decided at the State Fair Rodeo.

The same style, double chutes and

slides which were used for the 1929 world championship rodeo will again be used, as these chutes, which were built by Mr. Hardy, were found to speed up the show considerably.

The show will close in sufficient time for all contestants to get to New York City in time to compete in the Fifth Annual World Series Rodeo at Madison Square Garden.

Corral space for at least 500 wild bucking horses, wild steers, bulldogging steers, and parade horses, will be arranged in the livestock barns. The greatest aggregation of rodeo animals ever congregated in the entire Southwest will be brought to the State Fair for the Second Annual Championship contest to be held here.

Mike H. Barnes, who will personally supervise the rodeo, is expecting practically every rodeo contestant in the entire country of any note to compete for the large cash prizes being offered in the rodeo contest.

• • •

Many Stockmen Will Meet at Fair

Texas is a livestock State, and the biggest gathering of livestock men ever held in the entire State is expected in Dallas during beef cattle week at the 1930 State Fair of Texas, it has been announced here by Frank P. Holland, Jr., president of the Texas Breeder-Feeder Association, under whose auspices the second annual feeder show and auction sale at the State Fair will be held.

Quarterly meetings of the three outstanding livestock organizations in America will be held in Dallas.

The Sheep and Goat Raisers' Association of Texas will hold their quarterly executive meeting in Dallas on Wednesday, Oct. 15, and members of the executive committee will remain over in Dallas for the Texas Breeder-Feeder Association banquet on Thursday night, October 16.

On Thursday, Oct. 16, the Texas and Southwest Cattlemen's Association will hold its quarterly business meeting, and this will be followed by the quarterly meeting of the Texas Livestock Marketing Association meeting.

Officers and directors of all three organizations will be guests of the State Fair of Texas at the second annual banquet given complimentary to the Texas Breeder-Feeder Association.

DALLAS...A Railway Center

Railroad Schedules

COTTON BELT ROUTE

Arrivals From	
No. 1	St. Louis, Memphis, Texarkana (morning Lone Star Limited)..... 9:55 PM
No. 3	Mt. Pleasant, Greenville..... 1:00 PM
No. 11	Memphis and Texarkana (evening Lone Star Limited)..... 11:55 AM
No. 12	Ft. Worth (Lone Star Ltd.)..... 5:35 PM

Departures To

No. 2	Texarkana, Memphis, St. Louis (morning Lone Star Limited)..... 8:00 AM
No. 4	Greenville, Mt. Pleasant..... 9:37 AM
No. 12	Texarkana and Memphis (evening Lone Star Limited)..... 5:45 PM
No. 11	Ft. Worth (Lone Star Ltd.)..... 12:05 PM

C. R. I. & G.

Arrivals From	
No. 17	Minneapolis, Chicago, Kansas City, Wichita, Oklahoma City..... 7:25 AM
No. 31	Kansas City, Wichita, Oklahoma City..... 3:10 PM

Departures To

No. 18	Oklahoma City, Wichita, Kansas City, Chicago, Minneapolis..... 9:15 PM
No. 32	Oklahoma City, Wichita, Kansas City..... 10:45 AM

FRISCO LINES

Arrivals From	
No. 117	Tulsa..... 7:30 AM
No. 1	St. Louis (Texas Special)..... 12:25 PM
No. 7	St. Louis (Blue Bonnet)..... 8:05 AM
No. 703	Ft. Smith, Monett..... 10:30 AM

Departures To

No. 118	Tulsa..... 10:45 PM
No. 8	St. Louis (Blue Bonnet)..... 2:20 PM
No. 704	Ft. Smith, Monett..... 7:00 PM
No. 2	St. Louis (Texas Special)..... 5:45 PM

FORT WORTH & DENVER

Arrivals From	
No. 2	Denver..... 5:30 PM
No. 8	Denver..... 7:00 AM
No. 6	Amarillo..... 8:10 AM

Departures To

No. 7	Denver..... 11:00 PM
No. 1	Denver..... 8:45 AM
No. 5	Amarillo..... 8:30 PM

M. K. T.—"Katy"

Arrivals From	
No. 3	St. Louis, Kansas City..... 8:30 AM
Bluebonnet:	St. Louis, Tulsa..... 8:05 AM
Texas Special:	St. Louis, Kansas City..... 12:25 PM
No. 5	St. Louis, Tulsa..... 9:00 PM
No. 6	San Antonio, Austin..... 7:15 AM
No. 10	San Antonio, Austin, Houston, Galveston..... 7:30 AM
Texas Special:	San Antonio..... 5:35 PM
No. 4	San Antonio, Houston..... 10:30 PM
No. 49	Wichita Falls..... 6:55 AM
No. 47	Wichita Falls..... 10:10 PM

Departures To

No. 6	St. Louis, Kansas City..... 8:30 AM
Bluebonnet:	St. Louis, Tulsa..... 2:20 PM
Texas Special:	St. Louis, Kansas City..... 5:45 PM
No. 4	St. Louis, Kansas City, Tulsa..... 11:00 PM
No. 3	San Antonio, Houston..... 9:00 AM
Texas Special:	San Antonio, Austin..... 12:35 PM
No. 5	San Antonio, Austin..... 9:30 PM
No. 9	San Antonio, Houston, Galveston..... 11:00 PM
No. 46	Wichita Falls..... 8:05 AM
No. 50	Wichita Falls..... 11:00 PM

SOUTHERN PACIFIC

Arrivals From	
No. 147	Beaumont..... 7:25 AM
No. 155	Beaumont..... 6:35 PM
No. 37	San Antonio..... 7:45 AM
No. 19	Houston..... 6:55 AM
No. 17	Houston..... 7:20 AM
No. 15	Houston..... 6:20 PM
No. 13	Houston..... 6:30 PM

Departures To

No. 156	Beaumont..... 8:15 AM
No. 148	Beaumont..... 8:20 PM
No. 38	San Antonio..... 11:00 PM
No. 16	Houston..... 9:30 AM
No. 20	Houston..... 9:00 PM
No. 14	Houston..... 12:01 NN
No. 28	Houston..... 11:30 PM

SANTA FE

Arrivals From	
No. 68	Paris (Motor Car)..... 8:10 PM
No. 65	Oklahoma City, Wichita, Chicago, Colorado and California..... 7:40 AM
The Ranger:	Galveston, Houston..... 8:45 AM
No. 62	Paris..... 10:00 AM

Departures To

No. 66	"Santa Fe 66," Oklahoma City, Wichita, Chicago, Colorado, California..... 9:25 PM
The Ranger:	Galveston, Houston, Brownwood and San Angelo..... 9:05 PM
No. 61	Paris, Monett, Mo..... 7:00 PM
No. 67	Paris (Motor Car)..... 9:05 AM

TEXAS & PACIFIC RAILWAY

Arrivals From	
No. 1	Sunshine Special, St. Louis, Memphis, Shreveport, New Orleans..... 12:25 PM
No. 3	St. Louis, Memphis, Little Rock, New Orleans, Shreveport, Atlanta..... 7:15 AM
No. 7	St. Louis, Memphis, Little Rock, Texarkana..... 9:50 PM
No. 15	The Texan, St. Louis, Memphis, Little Rock..... 8:05 AM
No. 2	Sunshine Special, Fort Worth..... 5:35 PM
No. 4	West Texas, Fort Worth..... 9:15 PM
No. 6	El Paso, West Texas, Ft. Worth..... 8:30 AM
No. 10	West Texas, Fort Worth..... 5:15 PM
No. 16	The Texan, California, El Paso, West Texas, Ft. Worth..... 2:20 PM

Departures To

No. 1	Sunshine Special, Fort Worth, W. Texas, El Paso, California..... 12:30 PM
No. 3	Ft. Worth, W. Texas, Colorado..... 7:40 AM
No. 5	Ft. Worth, West Texas..... 8:30 PM
No. 7	Ft. Worth, W. Texas, El Paso..... 10:10 PM
No. 15	The Texan, Fort Worth..... 8:10 AM
No. 2	Sunshine Special, St. Louis, Memphis, Shreveport, New Orleans..... 5:40 PM
No. 4	St. Louis, Little Rock, Memphis, Shreveport, New Orleans, Atlanta..... 10:00 PM
No. 6	St. Louis, Little Rock, Texarkana..... 8:55 AM
No. 16	The Texan, St. Louis, Little Rock, Shreveport, New Orleans..... 2:30 PM

Nine trunk line railroads and six interurbans; steam lines operate 110 passenger trains, 189 package cars and 242 express and mail cars daily. Dallas ranks first in per capita business and 14th in total express business.

Interurban Schedules

DALLAS-TERRELL

Cars leave Dallas 15 minutes after each hour from 6:15 A.M. to 7:15 P.M., then 9:15 and 11:15 P.M.

DALLAS-DENTON

Cars leave 45 minutes after each hour from 5:45 A.M. to 6:45 P.M., then 8:45 P.M. and 11:15 P.M.

DALLAS-SHERMAN-DENISON

Bluebonnets leave Dallas for Denison 7:00, 9:00 and 11:00 A.M., 1:00, 3:00, 5:00, 7:00, 9:00 and 11:00 P.M.

Local cars leave Dallas for Denton 6:00 and 8:00 A.M., and 4:00 P.M. Local car leaving at 6:00 P.M. runs only to McKinney.

DALLAS-WACO

Bluebonnets leave Dallas for Waco 5:30, 7:30 and 9:30 A.M., 1:30, 3:30, 5:30, 7:00 and 9:30 P.M.

Local cars leave Dallas for Waco 6:30, 8:30 and 11:30 A.M., 2:30 and 4:30 P.M. Local car leaving Dallas every day except Sunday at 8:15 P.M. stops at Lancaster.

DALLAS-CORSICANA

Bluebonnets leave Dallas for Corsicana 7:40, 8:40 and 11:40 A.M., 1:10, 4:10, 5:40, 7:10, 8:40 and 11:00 P.M.

Local cars leave Dallas for Corsicana 6:10 and 10:10 A.M. and 2:40 P.M. Local car leaving Dallas every day except Sunday at 6:20 P.M. stops at Ferris.

DALLAS-FT. WORTH-CLEBURNE

Limited cars leave Dallas for Ft. Worth and Cleburne, only, thirty minutes past each hour from 7:30 A.M. until 8:30 P.M., inclusive.

Local cars leave Dallas for Ft. Worth and Cleburne and intermediate points every hour on the hour from 6:00 A.M. until 12:00 o'clock midnight, inclusive.

Air Mail Schedules

SOUTH TEXAS AIR MAIL SERVICE

Read Down		Read Up
7:45 A.M. Lv.	Dallas	Ar. 7:37 P.M.
8:15 A.M. Lv.	Fort Worth	Ar. 7:15 P.M.
9:15 A.M. Ar.	Waco	Lv. 6:15 P.M.
9:30 A.M. Lv.	Waco	Ar. 6:10 P.M.
10:50 A.M. Lv.	Houston	Lv. 4:45 P.M.
11:30 A.M. Ar.	Galveston	Lv. 4:00 P.M.
9:30 A.M. Lv.	Waco	Ar. 6:10 P.M.
10:25 A.M. Lv.	Austin	Lv. 5:10 P.M.
11:20 A.M. Lv.	San Antonio	Lv. 4:15 P.M.
2:05 P.M. Ar.	Brownsville	Lv. 1:25 P.M.
8:30 A.M. Lv.	Brownsville	Ar. 1:15 P.M.
10:00 A.M. Ar.	Tampico	Lv. 10:45 A.M.
10:30 A.M. Lv.	Tampico	Ar. 10:15 A.M.
12:45 P.M. Ar.	Mexico City	Lv. 7:45 A.M.

Closing time, Young Street Station, 6:45 A.M.

NIGHT AIR MAIL SERVICE

Read Down		Read Up
11:00 A.M. Lv.	New York	Ar. 6:40 P.M.
4:20 P.M. Lv.	Cleveland	Ar. 12:00 N.N.
5:20 P.M. Ar.	Toledo	Ar. 10:50 A.M.
7:00 P.M. Ar.	Chicago	Lv. 8:00 P.M.
8:00 P.M. Lv.	Chicago	Ar. 5:40 A.M.
9:50 P.M. Lv.	Moline	Lv. 4:20 A.M.
1:00 A.M. Lv.	Kansas City	Lv. 1:10 A.M.
3:15 A.M. Lv.	Wichita	Lv. 11:00 P.M.
4:25 A.M. Lv.	Ponca City	Lv. 10:20 P.M.
5:25 A.M. Lv.	Oklahoma City	Lv. 9:20 P.M.
7:35 A.M. Lv.	Fort Worth	Lv. 8:00 P.M.
8:00 A.M. Ar.	Dallas	Lv. 7:30 P.M.

DAY AIR MAIL SERVICE

Read Down		Read Up
8:00 P.M. Lv.	New York	Ar. 6:43 A.M.
2:30 A.M. Lv.	Cleveland	Ar. 12:00 M.
3:20 A.M. Lv.	Toledo	Ar. 10:50 P.M.
5:35 A.M. Ar.	Chicago	Lv. 8:00 P.M.
6:10 A.M. Lv.	Chicago	Ar. 7:20 P.M.
8:10 A.M. Lv.	Moline	Ar. 5:30 P.M.
11:10 A.M. Lv.	St. Joseph	Ar. 2:55 P.M.
11:50 A.M. Lv.	Kansas City	Ar. 2:30 P.M.
12:30 P.M. Lv.	Tulsa	Ar. 12:30 P.M.
5:30 P.M. Lv.	Ft. Worth	Ar. 9:55 A.M.
5:50 P.M. Ar.	Dallas	Lv. 9:30 A.M.

Closing time, Young Street Station, 8:55 A.M.

C. R. Smith

(Continued from page Ten)

Company, as Assistant Treasurer and Office Manager.

When Southern Air Transport, Inc., was formed, Mr. Smith retired from public utility work and became Vice President and Treasurer of Southern Air Transport, Inc., and associated companies, then became Vice President and General Manager.

Realizing that aviation was to be his life work, as soon as he became connected with the aviation company, he took up the study of practical aviation and is now quite an experienced pilot.

He is unmarried.

♦ ♦ ♦

W. I. Ford

(Continued from page Ten)

shooting, though he does occasionally bring home a duck. He shoots a wicked game of golf, oftentimes breaks a 100, and sometimes a 90.

Mr. Ford is at present engaged in the warehouse business, being President of the Interstate Fireproof Storage and Transfer Company, located at 301 North Market Street, Dallas. He is married and resides at 3508 Crescent Avenue, Highland Park.

In 1914 the available warehouse space in Dallas was approximately 100,000 square feet, but the future success of such business seemed apparent, and the judgment that it was a coming business has been fully justified, for the present warehouse space in Dallas is something like 1,000,000 square feet. Mr. Ford has always been active in soliciting new business for Dallas, co-operating with the Chamber of Commerce in acquiring new business for Dallas as a distributing point. The interstate Fireproof Storage and Transfer Company maintains foreign representation and does national advertising, emphasizing the advantages that Dallas has as a distributing center for the entire Southwest.

♦ ♦ ♦

AVOIDING LIFE'S DARKEST MOMENT

Sergeant: "What is the first thing to do when cleaning a rifle?"

Private: "Look at the number."

Sarge: "And what has that to do with it?"

Buck: "To make sure I'm cleaning my own gun."—Annapolis Log.

♦ ♦ ♦

Texas produced 62 per cent of the United States production of carbon black in 1929 — 228,183,000 pounds of it.



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MERCURY was the messenger god of the gods. Among the Romans, there was no more potent deity than he, patron of the merchants and trade. On the highway to Rome, there was a spring dedicated to Mercury. All the merchants stopped there and sprinkled their goods with the water, entreating the while, Mercury's benediction in their transactions. The successful merchant doesn't do that today, but he does sprinkle compelling direct-mail to insure profit in his selling of merchandise. It is the rapid turnover that builds the profit.

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Dallas, Texas

Dairy and Beef Cattle Have Big Part in Fair

WITH the growth of the livestock industry in Texas—both in beef and dairy lines—the importance of the livestock exhibits at the State Fair of Texas has grown and more has come the necessity of dividing the show into beef and dairy weeks.

The two weeks have become more important in the sponsorship of beef and dairy cattle divisions.

Beef cattle week, in which is shown sheep, goats, jacks, mules and heavy horses, is dominated by the Texas Breeder-Feeder Association.

Dairy cattle week, which is featured by the annual Southwest Dairy Show, also shows swine, milch goats and light horses.

Officers of the two associations—the Texas Breeder-Feeder Association, and the Southwest Dairy Association—expect to stage their banner shows this year. Credit for the increased interest in the two industries—beef and dairy—in Texas is generally given to the sponsorship of these two organizations, which have done more to arouse interest in these lines of endeavor than has ever been done before.

BEEF CATTLE WEEK

OCTOBER 11 to 18

Beef Cattle week at the State Fair of Texas will be Oct. 11 to 18—and will be featured by six outstanding events. First, executive committee meetings of three of the largest livestock organizations in the entire country will be held in Dallas. These are the Sheep and Goat Raisers Association of Texas, the Texas and Southwest Cattlemen's Association, and the Texas Livestock Marketing Association.

Officers and the committeemen of these three organizations will be guests of the State Fair of Texas at the second annual banquet to be given in honor of the Texas Breeder-Feeder Association on Thursday, Oct. 16, at the Adolphus Hotel. It is expected that at least 1500 livestock breeders and feeders will attend the banquet, according to Frank P. Holland, president of the organization and director of the fair.

On Friday, Oct. 17, the sale of feeder lambs will be held in the livestock arena. Entries of more than 5,000 feeder lambs, which will be sold to farmers in the cot-

ton belts of the State, have been received.

On Saturday, Oct. 18, the sale of 1500 head of feeder calves will be held in the livestock arena. These calves will also be sold to cotton farmers who have a surplus of grain and feedstuffs in their barns.

The first annual feeder show and auction sale was held at the 1929 State Fair of Texas and was sponsored by the Texas Breeder-Feeder Association. A total of 700 feeder calves were shown and sold at the auction. The show and sale led to a movement which has resulted in more livestock being put out on feed in Texas than was ever known before.

DAIRY CATTLE WEEK

OCTOBER 19 to 26

The third annual Southwest Dairy Show will be held as the main feature of dairy cattle week. Augmented by the Regional Show of the American Jersey Cattle Club, and with a new dairy building, officers of the Southwest Dairy Show Association are making plans for the biggest dairy show ever held in the entire South.

The new dairy building is nearing completion. It has been built by the State Fair of Texas at an estimated cost of \$60,000. In the new dairy building will be housed the general exhibits of dairy products, supplies, machinery and equipment, as well as beef products.

With a knowledge that the Regional Jersey Show, at which prize winning herds from eleven Southern States will be shown, breeders of other breeds of dairy cattle have pushed themselves to get all the breeders of their particular lines of cattle to bring their prize winning herds to the State Fair of Texas. Officers of the Association have been assured by breeders of every kind of dairy cattle that there will be more animals of their breeds at the State Fair of Texas than ever before. Plans have been made to house the largest number of dairy animals ever on the state fair grounds.

The Regional Jersey Show was secured for the State Fair of Texas due to the efforts of A. L. Ward, general livestock superintendent of the Texas Exposition; Frank A. Briggs, editor of *Farm and Ranch* and president of the Southwest Dairy Show Association, and C. M. ("Cy") Evans, agricultural agent of the Texas and Pacific Railroad.

Recognize Dallas Printer

A Dallas printer appointed to an important part in a national show for direct mail in Milwaukee where a contest for the best printed pieces is to be conducted.



FRED E. JOHNSTON

Any advertiser, bookbinder or printer is eligible to submit any number of pieces, but the same piece or campaign is not to be submitted by more than one concern. Any piece of printed matter, circular or broadside, containing two or more folds (not patented) may be entered.

The one, in the opinion of the judges, which is best arranged and executed will be awarded the plaque. This is to be engraved with the winner's name and will be retained in his permanent possession.

Homer J. Buckley, President of Buckley-Dement & Company, Chicago, Norman T. A. Munder, President of Norman T. A. Munder & Company, Inc., Baltimore, and Fred E. Johnston, President of Johnston Printing and Advertising Company, Dallas, have consented to serve as judges.

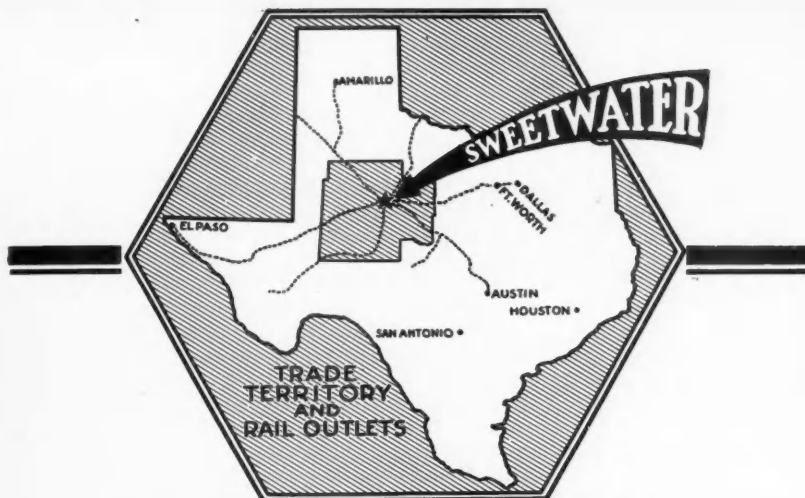
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Texas has more prisoners confined for violation of the prohibition law than any other state in the union and more than 32 other states combined on that count. (Authority: Representative Bachman, W. Va.)

...

EASY COME, EASY GO

"Whenever you see a quitter," said Uncle Eben, "you's liable to see a man dat was'n' much of a beginner in de fust place."—*Washington Star*.



A PROVEN WEST TEXAS INDUSTRIAL CENTER

Industries seeking an outlet for their products in the new \$100,000,000 market of West Texas will find the strategic location and transportation of Sweetwater most advantageous for quick and economical contact with every section of this fast growing empire of agriculture, live stock, and natural resources.

Railroads and highways each radiate in six different directions while the air affords the fastest transportation in three ways, —and thus are the 75 wholesale, manufacturing and distributing concerns now located here receiving the cheapest and most efficient distributing facilities not enjoyed elsewhere.

It is significant that the 25 counties in Sweetwater's wholesale territory this year showed a population of 323,238 compared to 188,569, in 1920; a gain of 71 per cent. SWEETWATER showed 10,840 population, which was a 151 per cent gain for the same period.

A statistical booklet and special surveys available to interested executives.

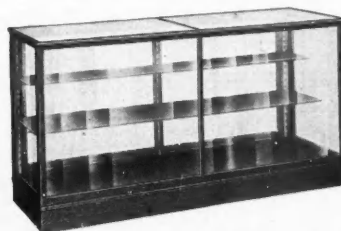


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Board of City Development
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Frank Jensen

(Continued from page Ten)

Club for service rendered, and was provided by the Club with a gold certificate to that effect, the only one ever issued by that group. He was a member of a number of important committees of the New Orleans Association of Commerce, and at the time of his transfer to Dallas was Secretary of the Member's Council of that organization. He was also President for six years of the New Orleans Council of Religious Education.

He is a member of the Methodist Episcopal Church, corner McKinney and North Pearl, and is President of the Methodist Brotherhood of that church. He was honored by being elected lay delegate to the General Conference of his denomination, held in Minneapolis in 1912.

Mr. Jensen was married to Miss Carrie M. Bryant, a Methodist minister's daughter, at Rogers, Arkansas, in 1903. Their son, Frank T. Jensen, is just entering the ministry at Dorchester, Mass. He is a graduate of the New Orleans High School, Tulane University, and Boston University School of Technology.

Mr. Jensen is a member of the Dallas Athletic Club, Lakewood Country Club, and the Dallas Lions Club.

OR WATERTOWN, N. Y.

Speaking of *The Literary Digest's* wet-or-dry straw vote, Jiggs of the Tarpon Springs *Leader* wonders how the vote went in Rye, N. Y., Whiskey Creek, Ark., Cornville, Ariz., and Big Bar, Cal. Probably wet, but how about Camelton, Tenn., and Dryden, S. C.?—*Jacksonville Times-Union*.

■ ■ ■

Texas has enough bituminous coal underlying its territory to supply ten million tons a year for 800 years, according to the Texas University Bureau of Economic Geology. This is exclusive of the estimated 20 billion tons of lignite under the Texas soil.

■ ■ ■

June building figures for Texas were more than twice the total for June last year—\$28,692,200 against \$13,822,000.

■ ■ ■

Texas holds on to fifth place in population among the states in the 1930 census. "Third state by 1940" is the slogan of the Council of Regional Chambers of Commerce, planning a campaign to advertise Texas to the world.

DALLAS

October Conventions

Oct. 1-2—Texas Confederate Veterans.

Oct. 6-11—National Assn. of Insurance Agents.

Oct. 11-12—Sacred Harp Assn. of Texas.

Oct. 14-15—Texas Homeopathic Medical Association.

Oct. 16-18—Texas Society of Certified Public Accountants.

Oct. 17-18—Texas Assn. of Circulation Managers.

Oct. 11-26—State Fair of Texas.

First Saturday, Oct. 11—A. & M. Tulane.

Second Saturday, Oct. 18—Texas Oklahoma.

Third Saturday, Oct. 25—S. M. U. Indiana University.

Oct. 15—Sheep & Goat Raisers' Assn. of Texas.

Oct. 15-16—Texas Eclectic Medical Association.

Oct. 16—Texas and Southwestern Cattle Raisers Assn.

Oct. 16—Texas Breeder-Feeder Association.

Oct. 16—Texas Live Stock Marketing Association.

Oct. 18—Texas Commercial Executives Assn., Fall Conference.

Oct. 18-19—Future Farmers of Texas.

Oct. 20-25—American Jersey Cattle Club, Regional Show.

October—Texas Kennel Club Show.

October—Southwestern Automotive Jobbers Assn.

October—Southwestern Dairy Show.

Oct. 23-24—Texas Baby Chick Assn.

October—Texas Auto Jobbers Assn.

October—Texas Swine Breeders Assn.

October—Texas Jersey Cattle Club.

October—Southwestern Railway Development Assn.

Oct. 20-23—Interstate Commerce Commission Hearing.

Oct. 23—Southwestern Car Service Assn.

Oct. 27-28—Allied Theatre Owners of Texas.

Oct. 29-Nov. 1—Southwestern Library Assn.

Oct. 31-Nov. 2—Christian Endeavor Societies.

October—Massey-Harris Company, Sales Conference.

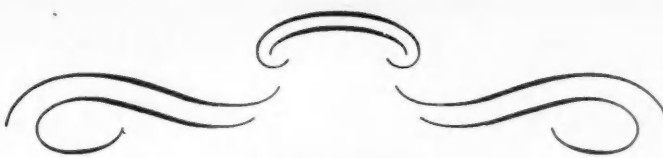
October—State Board of Nursing Examiners.

October—Southwest Dealers Conference, General Tire & Rubber Co.

October—Frigidaire Dealers and Salesmen.

October—Vacuum Oil Company, Dallas Conference.

October—Texas-Louisiana Tariff Bureau.



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YOU have probably noticed among the printers you know that there are two kinds of organizations.

One kind just sells.

The other kind sells and serves.

We are in business to make a profit and to do so we must sell. But to sell the same customer twice and to increase our circle of accounts we must also serve, and serve well.

Thus we make our profits from repeat business and from orders secured through our friend's friends . . . in short . . . through giving our customers better than ordinary service and printing that looks like it cost more than it did.

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Helping the Blind to Help Themselves

By NANCY RICHEY RANSON

When the sighted person ceases to consider the blind person helpless, and, instead of simply giving him or her money, renders constructive aid in the form of patronage in buying his wares—then much will have been done to practice economy and to make the blind self-supporting, according to Mrs. Eva Cameron, blind teacher of Braille and proof-reader of Braille manuscripts for the Dallas chapter, American Red Cross.

Stricken with blindness in her early twenties, when she had a small daughter to support, Mrs. Cameron immediately set about learning everything that would reduce her handicap to a minimum. For years she has managed the renting of a four-apartment house, has done her own housework and looked after her family. In addition she has taken a keen and sympathetic interest in other blind persons, teaching them to read Braille, the simple raised dot system of tactile writing for the blind.

"I know what it means to be suddenly deprived of reading," Mrs. Cameron said. "For years I had to depend on others to read to me. Then suddenly, through the interest of a blind minister, I learned Braille. It was as though a beautiful light had flooded the darkness."

And so she goes about her work of teaching other blind persons to see with their sensitive finger tips, through the magic raised dots transcribed by volunteer Red Cross workers. The Red Cross employs Mrs. Cameron to teach these volunteers the ten simple lessons, after which they take the test and receive from the Library of Congress at Washington their certificate as transcribers.

Dallas has 35 certified Braille transcribers, who spend their leisure time doing this work for those who walk in darkness.

After a volunteer has transcribed a book into Braille, and it is proofread and corrected by Mrs. Cameron, the pages are shellaced, making them so tough and durable that they last, under constant fingering, for about twenty years. Then the book is bound and forwarded, perhaps to the Library of Congress, perhaps to some other country, but most often to the blind room of the State Library at Austin, whence it is sent free through the mails to countless persons throughout the State of Texas.

During the afternoon of each weekday, Mrs. Cameron teaches various

trades and crafts to other blind persons. For, while Texas gives two years of free tuition to blind children in the State institution at Austin, no provision is made in this state for training adult blind. So Mrs. Cameron teaches these people to work with their sensitive fingers at making rag rugs, little fireside brooms, mops, brushes, brooms, porch mats, baskets, and to tat, to hem towels, make aprons, tack comforts, cane chairs, dress dolls, and to make crepe paper flowers and novelties. They make excellent piano tuners, she points out, with their sense of hearing so keenly developed.

"If the sighted person understood and knew what a blind person can do and helped him market his wares, it would go far toward helping him support himself," she said.

"The general impression is that the blind are helpless. That is not so. True, they are handicapped, but there are many things they can do as well as the person who sees."

True economy, Mrs. Cameron believes, is found in helping the blind person to be self-supporting, or at least to do something toward making his own living. For every dollar he can make helps that much to relieve the charitable organizations from the burden of taking care of him.

"Don't put them all into one class," she urges. "Some of them have abilities that others lack. All are eager to learn some trade, and it increases their self-respect and lends a tremendous impetus to their efforts to realize that they are doing something constructive."

Mrs. Cameron is president of the Dallas Club for Progressive Blind, and comes into direct contact with practically every blind person in Dallas.

FRANK ROGERS

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Dewitt & Washburn ARCHITECTS

1228-29 Kirby Building
DALLAS
Members American Institute of Architects

Plan Biggest Show for Texas Poultry

Plans have been completed to make the 1930 State Fair of Texas Poultry Show one of the largest in the entire country, it has been announced here by J. J. Eckford, director in charge, and Walter Burton, Superintendent of the Poultry Department.

The plans call for a division of the show—there being eight days allotted to pigeons, rabbits, bantams, pet stock and 4-H Club poultry, and the remaining eight days to the regular poultry show. The pigeons, rabbits, bantams, pet stock and 4-H Club show will be held during the first eight days, and the poultry show will be held during the second eight days.

During the State Fair there will be four conventions held in the Poultry Department; the annual business meeting of the Texas Baby Chick Association; the Southwestern Bantam Association; the Texas Pigeon Association, and the Dallas County Rabbit Breeders' Association. In addition to these meetings, the 4-H Club boys and girls will have their annual poultry demonstrations during the first week of the fair.

Prize moneys have been increased in the poultry department so that now it is possible for a breeder to win as much as 103 in a single class of birds. The premium list has been increased, but the entry fee has remained the same—fifty cents per bird. The entry fee has never been increased, despite the fact that now the annual attendance averages more than one million each year.

The plans for the show as now worked out, make possible an increased interest on the part of both the breeder and visitors to the show. The number of visitors to the poultry show has been materially increased since the new poultry building was opened last year. The new building adjoins the midway and is more convenient to the 1,000,000 visitors to the State Fair of Texas.

It was estimated that 500,000 people visited the poultry displays last year.

From the visitors' standpoint, interest has been increased by the fact that breeders of practically every class of poultry, pigeons, rabbits, bantams, turkeys and other breeds will be on hand to explain the modes and methods for best breeding in a particular line. This is especially true where there is a convention at the State Fair. Superintendent Burton has announced that in most of the popular breeds of birds and rabbits there will be men on duty in the poultry building practically at all times to answer questions for the prospective fanciers.

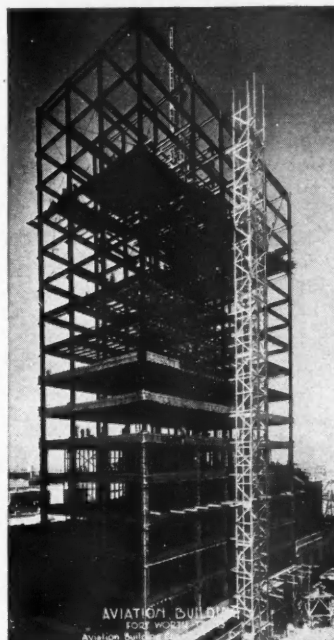
Aviation Building

Fort Worth

Wyatt C. Hedrick
Architect

Jas. T. Taylor
General Contractor

*Fabrication and Erection of
Steel By Mosher*



The sixteen-story Aviation Building, the newest addition to Fort Worth's sky line, represents the latest in building design, construction and equipment, and stands as a monument to the rapid development of aviation in the Southwest.

A record of progress unequalled in steel construction was accomplished by Mosher on this building.

The first steel was placed on March 10, 1930, and completed on April 9—sixteen floors of steel erected in only thirty calendar days.

The same time and money-saving service is available to owners, architects and contractors, whether they sponsor a two-story or a twenty-story building.

"Before you build, know steel"

MOSHER

Steel and Machinery Company
DALLAS

We have very desirable office space arranged with warehouse or exhibit space adjacent thereto.



The service you buy from us is based on forty years of experience

Our facilities unequalled in the South

Dallas Transfer & Terminal Warehouse Co.

SECOND UNIT, SANTA FE BUILDING

DALLAS

Specialist on Meat Cuts to Demonstrate

D. W. Hartzell, beef specialist of the National Livestock and Meat Board, with headquarters in Chicago, will conduct demonstrations of meat cutting in Dallas during Beef Cattle Week at the State Fair of Texas, it was announced here by Frank P. Holland, president of the Texas Breeder-Feeder Association, under whose auspices the annual State Fair Feeder Show and Auction Sale is being held.

A number of demonstrations of butchering to the best advantage will be conducted here by Mr. Hartzell.

He will conduct demonstrations on Tuesday, Wednesday, Thursday and Friday of Beef Cattle Week, and among these demonstrations will be those held for chefs, business men, retail butchers, housewives, home economic students, and the public in general.

Arrangements for the demonstration are now being worked out. R. L. Marquis has been named chairman of arrangements for the demonstration by President Holland. At a preliminary meeting held here recently, it was decided to hold some of the demonstrations down town, some in the schools of Dallas and at least two at the State Fair.

The two to be held on the fair grounds will be held probably on Tuesday and Friday of Beef Cattle Week, which will run from Oct. 11 to 26.

The meat from which the various cuts will be made during the demonstrations will be furnished by the Armstrong Packing Co., of which Mr. Marquis is president.

The demonstrations will include both beef and lamb cuts.

In addition to the demonstrations there will be extensive display of meats and the various cuts in a specially arranged exhibit in the Livestock and Dairy Products Building which is now under construction at the State Fair.

"Battle of Gettysburg" Cyclorama To Be Featured Attraction at State Fair This Year

The massive cyclorama, "The Battle of Gettysburg," the premier attraction of the recent Sesqui-Centennial Exposition at Philadelphia, and a historical spectacle which over six million people of the United States have already witnessed at world and national exhibitions, will be featured at the Texas State Fair this year.

This enormous exhibit will be housed in a specially constructed building, just opposite the Old Mill ride, in the State Fair Grounds. The building will be 400 feet in circumference, and 65 feet high—as high as a five-story building. Twenty miles of battlefield will appear in reality before the eyes of the visitors. Elaborate electrical and noise effects, together with sky and terrain designing, create of the mighty spectacle something to ever be remembered. The first line of

the panorama is solid pressed steel figures. Over eighty thousand characters appear distinctly in the cyclorama. Nothing comparable to this offering has ever been shown in the state of Texas before.

The Battle of Gettysburg Cyclorama was painted by Paul Philippoteaux, celebrated French painter, who, with sixteen other artists, worked for more than two years on the production. Heretofore it has only been exhibited at Expositions in Pittsburgh, Buffalo, London, England, St. Louis, San Francisco, Seattle, Charleston, Nashville, Jamestown, and Philadelphia. It has drawn greater crowds in southern cities than any other sections. It is a lifelike portrayal of the famous Civil War battle, historically correct, and thoroughly replete in its entirety.

The cyclorama cost over \$120,000.00 to build, and it will be reconstructed at Dallas identically as at Philadelphia. The premium on the insurance policy to cover it while in Dallas will amount to over \$4,500.00. It was necessary to post a guarantee of \$30,000.00 to erect the building and cover all the expenses of transporting the cyclorama to Dallas.


The contract for the building has been awarded to the Mahaffey and Howard Construction Company, and the work is now well under way. The Cyclorama Exposition Committee has received wonderful support in raising their guarantee fund, among the names of which are noted most of the leading civic and business leaders, professional men, and prominent educators and presidents of local patriotic organizations.

Crowds waiting in line to gain admission to Battle of Gettysburg Cyclorama at the Sesqui-Centennial Exposition at Philadelphia. This mammoth building is to be reproduced in full detail at the Texas State Fair Grounds.



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OFFICE
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have a Full Dress Suit. Be pre-
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STENCILS
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METAL
CHECKS

1015 Elm St.
DALLAS

Cotton

(Continued from page Fourteen)

be got direct from the Department of
Agriculture at Washington, D. C.

The non-Federal member of the Com-
mittee is the Cotton-Textile Institute
representing the cotton manufacturers,
supporting their organization and doing
everything possible to stimulate demand
for cotton goods in all its forms. They
have discovered that painted street
markers of cotton which are gummed to
the pavement, can be used economically.
They have campaigned for this innova-
tion and have been the means of in-
troducing the use of cotton traffic mark-
ers all over the United States. Last sum-
mer saw the first use of cotton as roof
markers for airplanes. One whole State
is now roof-marked for aviators by these
same street markers of cotton.

Roads in the South have been studied
by the Institute and a form of heavy as-
phalt-impregnated cotton fabric has
solved the problem of cheap road con-
struction in several locations now under
test in South Carolina and in Texas.

In the realm of high style cotton fab-
rics, the Institute stands alone in a styling
of cotton that has been launched on a
grander scale and with more telling ef-
fect than for any other textile in years.
The result is that exquisite designs in
cotton prints are available in the best
department stores and a recent survey
reveals a new popularity for the cotton
garment. It had to be learned again
under the tutelage of the Cotton-Textile
Institute that the quaintly printed cot-
ton dress still has merits not to be com-
peted with by other fabrics. French
stylists are now designing in cotton, and
beach resort styles reflect more new cot-
ton styles this season than they have seen
in the decade. You will see Parisian crea-
tions in cotton at the beaches so beau-
tiful that I know you will regard higher
priced brocades, velveteens and sateens
that you have already bought as probably
imitations of these wonderful new cot-
ton fabrics.

The Textile Division in its new uses
work has touched on a variety of sub-
jects, to mention only a few of which
will occupy sufficient space. I have at
hand the following publications:

The Tarpaulin—An aid to building in
all kinds of weather, where by reason of
expensive materials, a sizable payroll and
the interest on the building investment,
the tarpaulin offers exceptional oppor-
tunities for economy.

The Awning—A cross section of the
awning industry showing benefits to ac-
cruing to the trade through study of sim-
plifications, adoption in specifications by
the architect, and how a more intensive

HARRY BENNETT

COMMERCIAL PHOTOGRAPHY
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of the

DALLAS WHOLESALE MARKET



**WHOLESALE MERCHANTS
BUILDING**

912 COMMERCE STREET

Space available in units
of 500 to 3000 square feet

The home of scores of wholesalers
and manufacturers



Passenger

Freight

Hunter-Hayes Co.

Southwestern Representatives
HOUSTON SAN ANTONIO
DALLAS



Atlas Metal Buildings
for Every Building Need

Atlas Metal Works
Dallas, Texas

**An Institution
in Keeping with the
Progress of Dallas . . .**

**MODERN TYPE FACES
EFFICIENT MACHINES
SKILLED SPECIALISTS
CRAFTSMANSHIP SPIRIT
INSTANT SERVICE
A PRODUCTION PRICE**

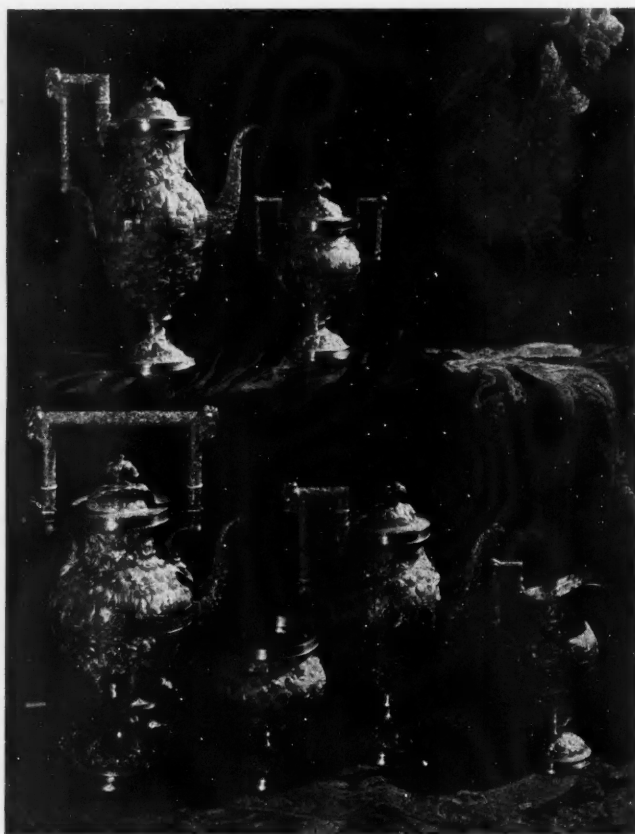
JAGGARS-CHILES-STOVALL, INC.

Advertising Typography

1306 Marilla Street

DALLAS

Telephone 2-4591



*Photo by McAnally
Means*

**Life-like
Picturization**

McAnally Commercial Photographer
1713½ LIVE OAK ST. DALLAS

This photograph, made by us for Norvell's, received a blue ribbon award of Class 3 (still life) at the Golden Anniversary Convention of the Photographers' Association of America, held this year in Milwaukee.

It is an excellent example of the way in which delicate merchandise may be pictured in advertising without losing the detail of its natural beauty.

One photograph may be worth ten thousand words in selling your product.

Phone 7-1637

merchandising in certain sections might be employed.

The Citrus Tent—Shows possibilities in the use of effective fumigation tents for citrus fruits along with valuable suggestive data on textiles employed.

The Play Tent—A tip to merchants who by capitalizing the child's desire for a place of his own to play in, can sell the play tent idea to parents at Xmas time for the child's use throughout the year.

Cotton in Interior Decoration—Mural effectiveness through the use of cotton oil cloth as a wall covering in brocades, pastel tints, and selected designs. Washable, artistic to a degree, and a low unit cost.

The Athletic Field Tarpaulin—An opportunity for commercial athletic organizations, colleges and schools to increase revenues and insure standard conditions of play by a canvas ground covering useful not merely for football and baseball but for track, tennis and other events.

The Automobile Trunk—Details the rapidly extending field in the use of cotton base artificial leathers, notably for the auto trunk, an item that has recently gone beyond the \$2,000,000 mark annually.

Speaking of Vacations—An attractive booklet on the manifold uses of cotton for true vacation comfort, urging care in the assembling of vacation requisites. It shows that the stores are full of scores of things of cotton—200 to be exact, happily contrived for real vacation comfort and effectiveness.

In these days sensible foresight is the first essential of business. Uncle Sam does not like the idea of waste of any kind, whether it is waste of material or waste of time which may curb full enjoyment on vacation trips. He is all for careful planning and reasonable economy. Well thought out expenditure to provide yourself with things you need on vacation is sagacious and commendable, it stimulates American trade, in cottons, incidentally. It is said that it costs the great American public half the annual cost of new construction work to "unlax" on vacation every year. Remember that no less than three-fourths of the average vacationist's equipment consists in some way of cotton. So this latest cotton promotion of Uncle Sam's Commerce Department should sound pleasantly on Texas ears. This little booklet "Speaking of Vacations," as well as aiding our national economy should add to the personal enjoyment of your vacation trips, no matter what season of the year.

Dollar Value of Bureau Service

The Dallas District Office of the Bureau of Foreign and Domestic Commerce reports that new export business secured by Texas firms during the past year through the services of the three Bureau Offices of the State, has amounted to \$3,624,455, according to Sherwood H. Avery, District Manager of the local office. In addition to these foreign sales, the local offices have been instrumental in making 325 new foreign agency connections for Texas firms.

Of course there are many firms served by the District Offices which do not report the value of these services so that it is not possible to ascertain the totals of sales and agency connections effected. Practically 500 firms over the state have been served during the fiscal year but less than 100 have reported. However, these returns are considered indicative of the value that might be placed on the service rendered by the Bureau.

The interest shown by North Texas merchants in the new offices established in Dallas has been surprising in view of the fact that this office has been maintained less than a year, Mr. Avery stated. The dollar value returns show that the city of Dallas came second to Houston only. Some of the principal Texas cities showing bureau usage are noted below:

Houston	-	-	-	\$1,595,636
Dallas	-	-	-	1,181,792
Galveston	-	-	-	187,708
El Paso	-	-	-	167,100
Beaumont	-	-	-	130,000
Corpus Christi	-	-	-	100,000

The figures above must not be confused with total export statistics of the State. Those just cited relate only to new business effected by the firms through services rendered by the Texas Offices of the Bureau. Sixteen other Texas cities reported lesser amounts than those given above.

The establishment of the Dallas District Office nearly a year ago is but a recognition of the Commerce Bureau of the importance of North Texas as a manufacturing and exporting section of the United States. There are now established three Bureau Offices — at Dallas, Galveston, and Houston. A fourth office will be opened at El Paso in September of this year.

Texas will have twenty and possibly twenty-one members of the House of Representatives when the 1930 census is accepted by Congress.

"It exerts an irresistible power"

"If there is one enterprise on earth that the quitter should leave alone, it is advertising. Advertising does not jerk—it pulls. It begins very gently at first, but the pull is steady. It increases day after day, year after year, until it exerts an irresistible power."

—John Wanamaker.

For power that pulls advertise in DALLAS

2-5425 for rates and particulars

INTERNATIONAL TRUCKS

INTERNATIONAL HARVESTER COMPANY

OF AMERICA

405 SECOND AVE.

(INCORPORATED)

DALLAS

PHOTOSTAT PRINTS

Facsimile Copies at Original Size, Enlarged or Reduced of any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, etc.

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1912 N. St. Paul St.

2-8067

2-8084



107 Construction

Industries Bldg.

2-8084

Office Phone
7-5561

Res. Phone
3-4613

HENRY NUSS
BOOKBINDER

and

PAPER RULER

Loose Leaf and Binders

416 South Ervay

Dallas

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MANUFACTURED
BY SPECIALISTS

Commercial Envelopes
and Special Sizes

HESSE ENVELOPE COMPANY of TEXAS
DALLAS

Plain or printed

BARONIALS, BANKERS FLAP, CATALOG, CLOTH LINED, COIN, CLASP, DUPLEX, DRUG, ENVELOPE ORDER BLANKS, PENNY SAVERS, POSTAGE SAVERS, POLICY, TIME SAVERS, THEATRE TICKET, TIN END, SPECIALS OF ANY SIZE OR STOCK.

Clyde Peel

2-7589

Advertising
Artist

2-0509

ORIGINAL DRAWINGS DESIGNED TO MEET
YOUR PARTICULAR NEEDS.

SILK SCREEN PROCESS PRINTING

OLD SAWS WITH NEW TEETH

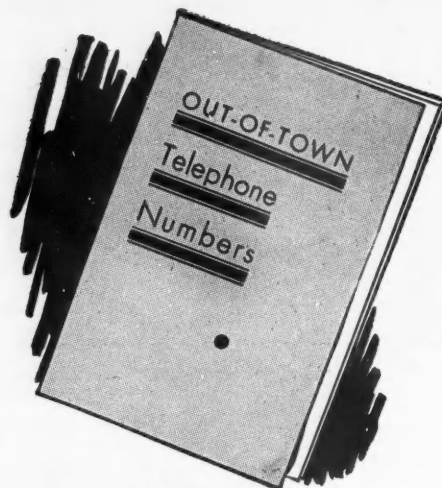
Saw Number Five

A good ad is rather to be
chosen than large space

—Old Proverb (reworded)

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Dial 2-6881

STELLMACHER & CLARK, Inc.



*A vest-pocket
will hold it.*

this Free book *helps make* Long Distance like a local call . . .

How would you like to pick up your telephone and, almost as quickly as on a local call, get in touch with friends, relatives, business associates, a hundred...two hundred...miles away?

Would you like to *know* you could do this, not only in emergencies, but on ordinary social and business calls?...

You can do it, in practically every case.*

It's easy. All you have to do is give the number of the out-of-town telephone you are calling.

Knowing the number saves the operator the time of looking it up in the directory, and enables her in most cases to ring the telephone almost as quickly as if it were in your own town

*Statistics show that on 8 out of every 10 of these long distance calls the person calling is connected to the called telephone while he holds the line. On the shorter distances — up to 500 miles — the proportion is even greater.



To make it easy for you to use this speedy method, we will supply you, if you wish, with an "out-of-town number book," listing the names and addresses of *your* out-of-town friends, relatives, business associates, and telling you how much it will cost to talk for three minutes to each.

THIS BOOKLET IS FREE

To obtain one, simply write on the coupon the names and addresses of three or more persons in other cities whose telephone numbers you would like to keep handy. Then mail or bring the list to the office of the telephone company.

We will obtain the numbers for you, enter them with the other information in your own private long distance telephone directory, and mail it to you promptly.

BUSINESS OFFICE,
SOUTHWESTERN BELL TELEPHONE CO.,
CITY

I would like to have the telephone numbers of the following out-of-town people. Also, please tell me what it would cost to talk to them by "long distance."

Your Name.....

Street.....

Telephone No.....

(Write names below)

Name.....

Street.....

City.....State.....

Name.....

Street.....

City.....State.....

Name.....

Street.....

City.....State.....

Name.....

Street.....

City.....State.....



Breeder-Feeder, Sale and Dairy Shows

Annual show under the auspices of the Texas Breeder-Feeder Association; 1500 Feeder Calves, 5000 Feeder Lambs. Auction sale Oct. 17th and 18th.

Also the Third Annual Southwest Dairy Show, Oct. 19th through 26th. Augmented by the Regional Show of the American Jersey Cattle Club, the Dairy Show will be one of the largest exhibitions of this nature held in America during 1930. Both shows will use the new Livestock and Dairy Products Building.

STATE FAIR of TEXAS Dallas OCT. 11th to 26th

The
GREATEST STATE
The
GREATEST
FAIR

Direct from a Huge
Success on Broadway
Jack Donahue in

"SONS O' GUNS"

with Gina Malo

The Greatest of Musical Comedies, with a Cast of
130—BROADWAY STARS—130

Laughs galore! Catchy melodies that you will whistle for weeks. Broadway's most successful musical comedy, starring the famous Jack Donahue and popular French star, Gina Malo, will be lifted bodily from Broadway and brought direct to Dallas in a special train for an engagement of 25 performances.

HUNDREDS OF OTHER ATTRACTIONS

Huge Poultry Show
Largest Agriculture Display Held
in the South
Automobile Show
Fine Arts Show
Intercollegiate Football
Beckman & Gerety's Shows
Mammoth Cyclorama of the Battle
of Gettysburg
Radio Show
Free Circus Acts
Band Concerts
Super Grand Stand Show and
Fireworks Spectacle

GET YOUR TICKETS NOW FOR "SONS O' GUNS"

Only 25 performances indicates one of the greatest demands in State Fair history. Mail check or money order now to Secretary, State Fair of Texas, Dallas. PRICES: Boxes \$4.00, Lower Floor \$4.00 and \$3.00. Balcony, \$2.00 and \$1.00. Shows every night; Matinees Tuesday, Thursday, Saturday, Sunday, except first day.

T. E. JACKSON, Pres. ROY RUPARD, Sec'y.



RODEO

Action!—a thrill every minute. The largest amount of prize money ever offered for rodeo events in the Southwest will bring world's champion performers to the greatest exhibition ever seen in Texas. Whoopie!

Steer Wrestling
Bronc Riding Fancy Riding
Fancy Roping
Wild Steer Riding
Wild Horse Riding
Wild Horse Scramble
Buffalo Riding
Wild Cow Milking

Produced at the Livestock Arena, October 11th to 26th, inclusive, under the personal direction of Col. C. F. Hafley.

PROTECTION

When markets crash and stocks slump to low levels—wheat selling at seventy-five cents a bushel—cotton at ten cents a pound—billions of dollars lost to workers and investors.

—Regardless of business conditions, your insurance is worth one hundred cents on the dollar.

Protection—the all important word in the English language, is truly reflected in an adequate life insurance estate.

It has been ably said that if every man would carry his just amount of the right sort of life insurance, we would solve all economic problems.

Have you enough life insurance?



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